

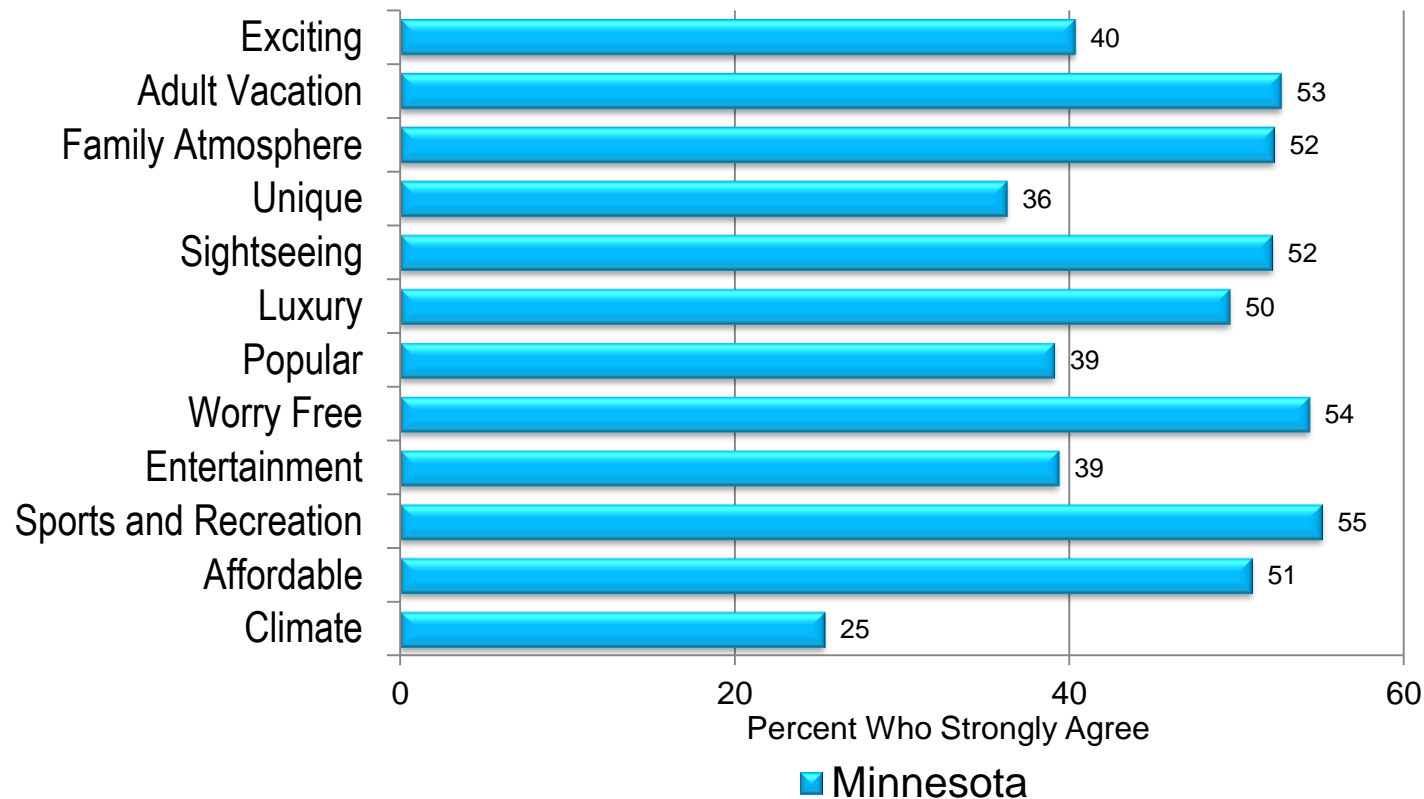


Minnesota 2017 Advertising Evaluation and Image Study

Appendix II: Minnesota Image and Product Delivery in Existing Markets

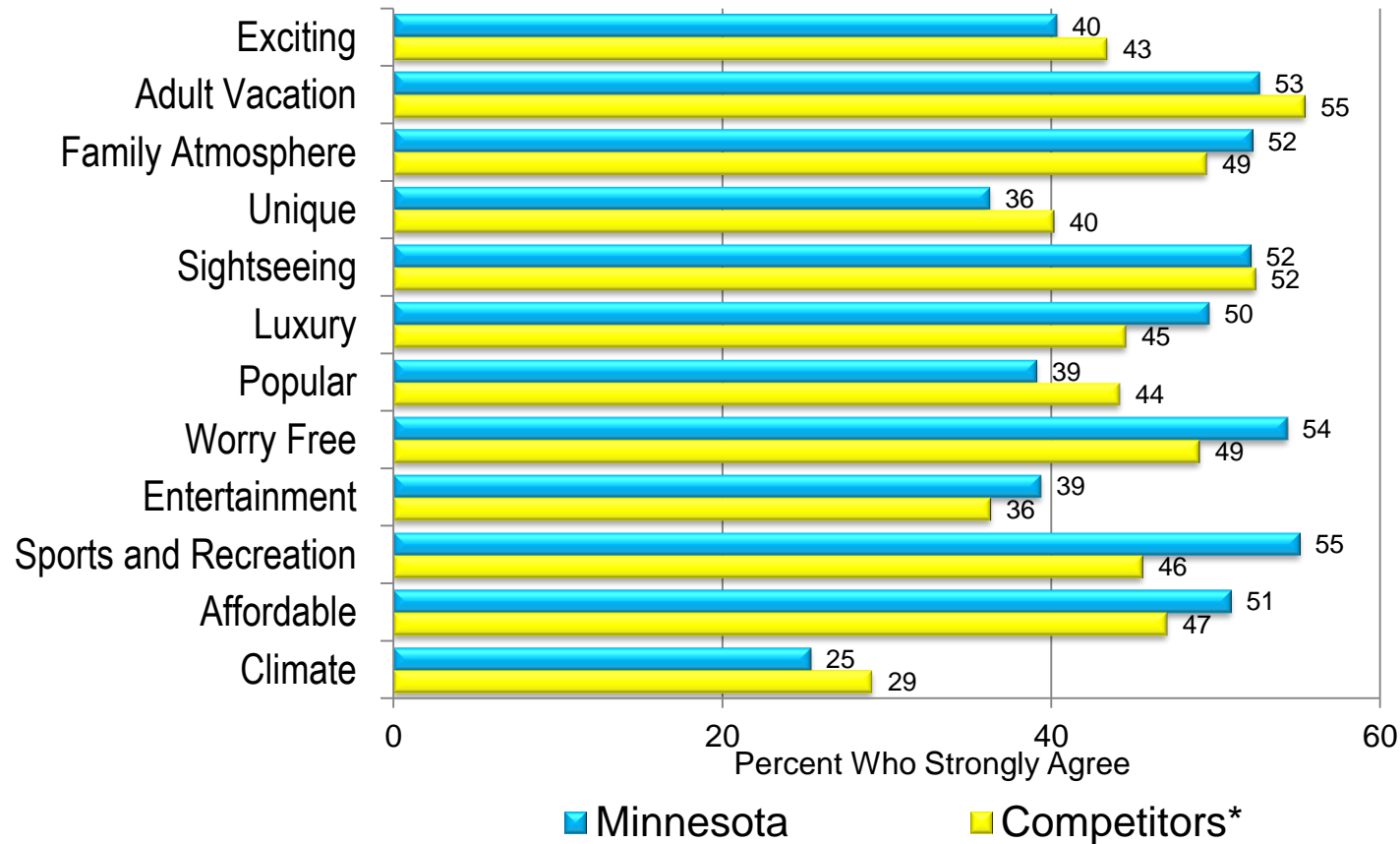
Minnesota's Overall Image –Existing Markets

Base: Residents of Minnesota's Existing Advertising Markets



Minnesota's Overall Image vs. Competition

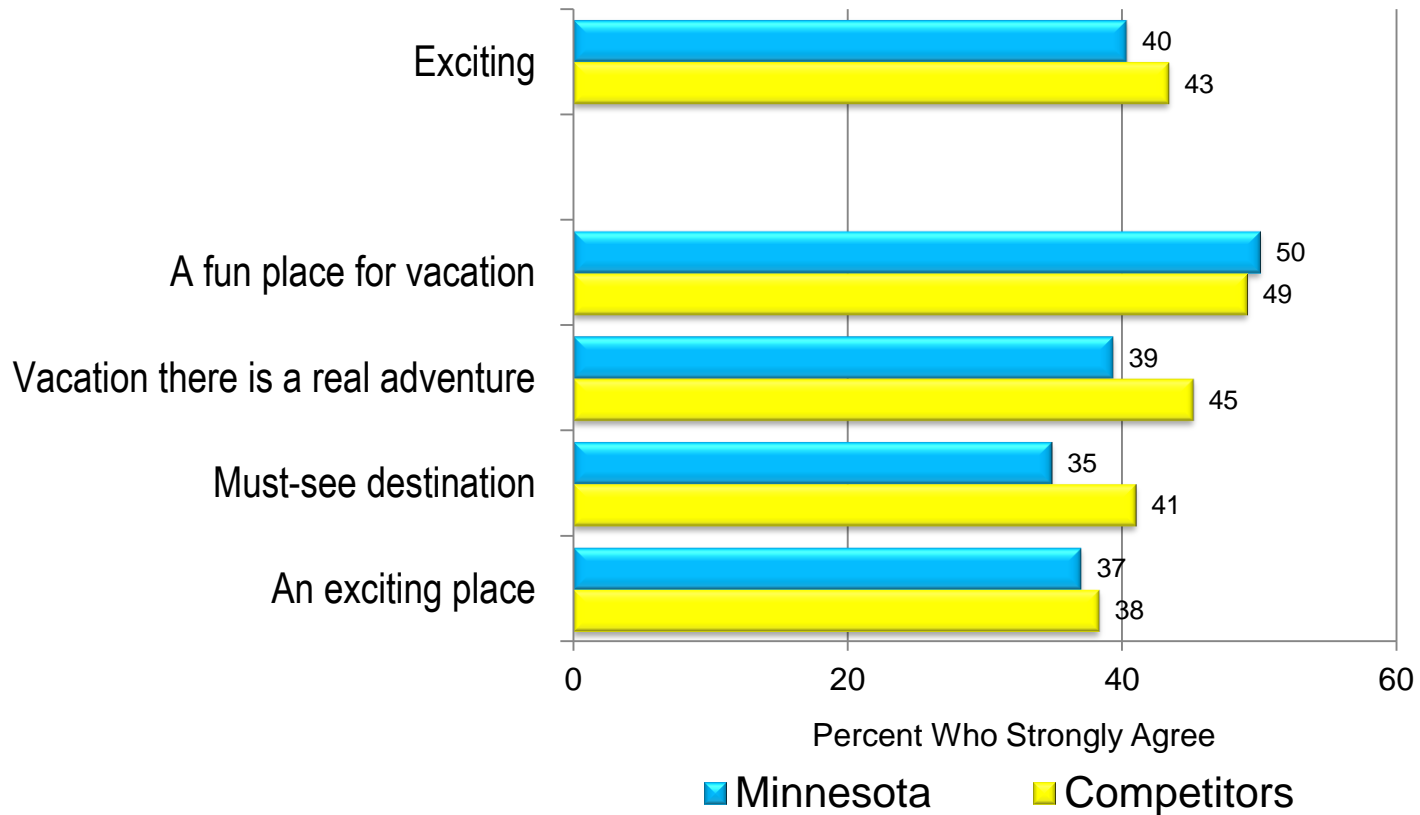
Base: Residents of Minnesota's Existing Advertising Markets



* Includes Missouri, South Dakota, Wisconsin, Michigan, Colorado, and Illinois

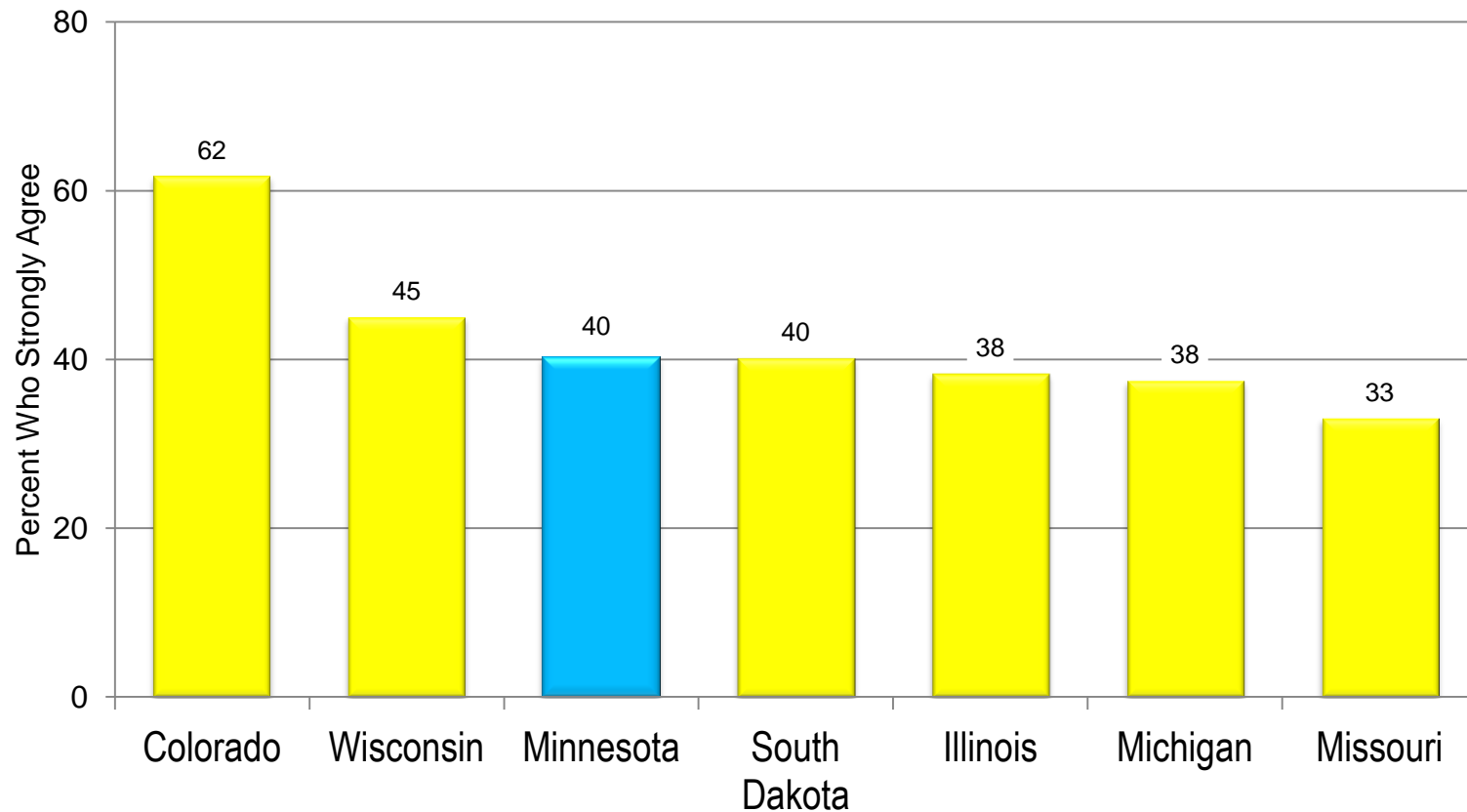
Minnesota's Image vs. Competition — Exciting

Base: Residents of Minnesota's Existing Advertising Markets



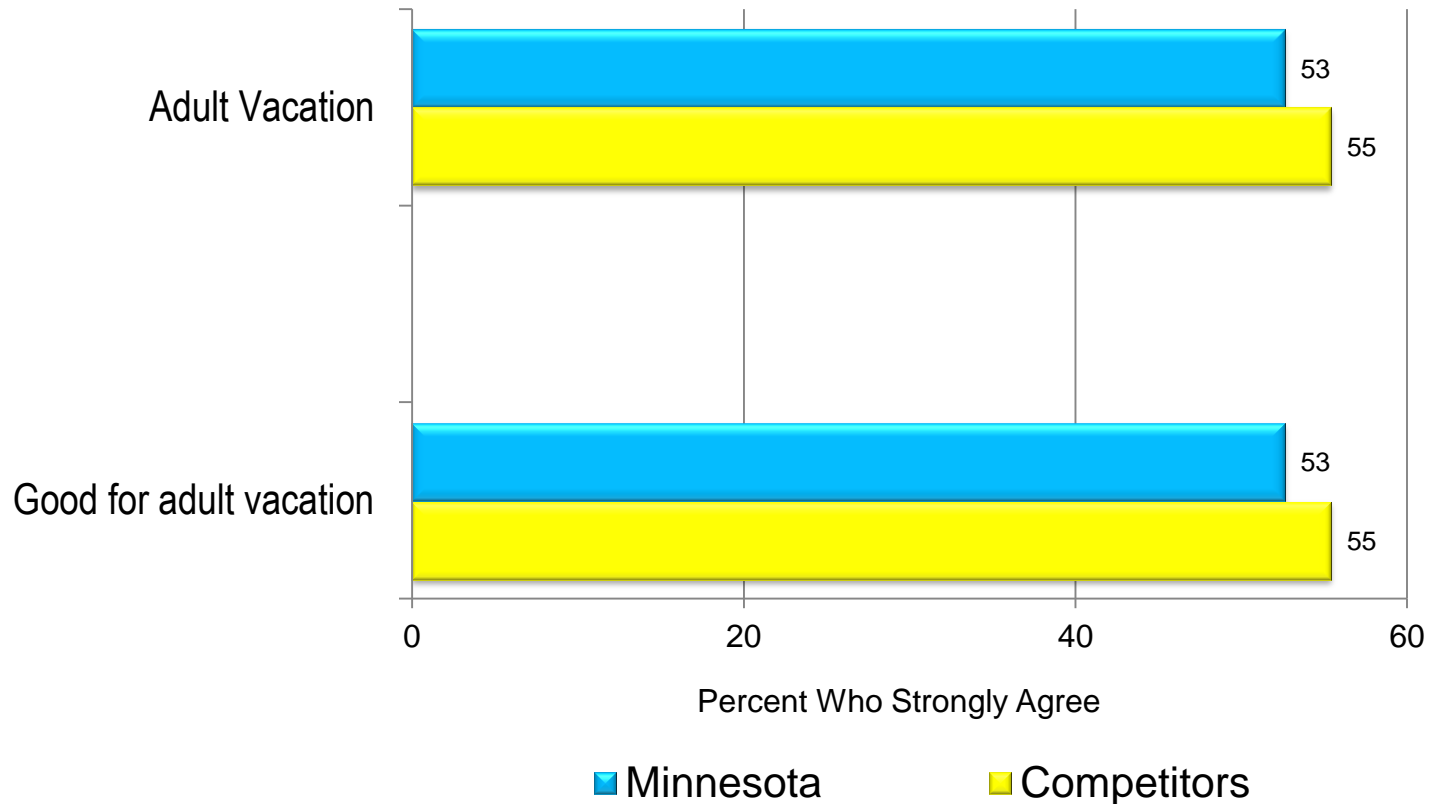
Minnesota's Image vs. Competition — Exciting

Base: Residents of Minnesota's Existing Advertising Markets



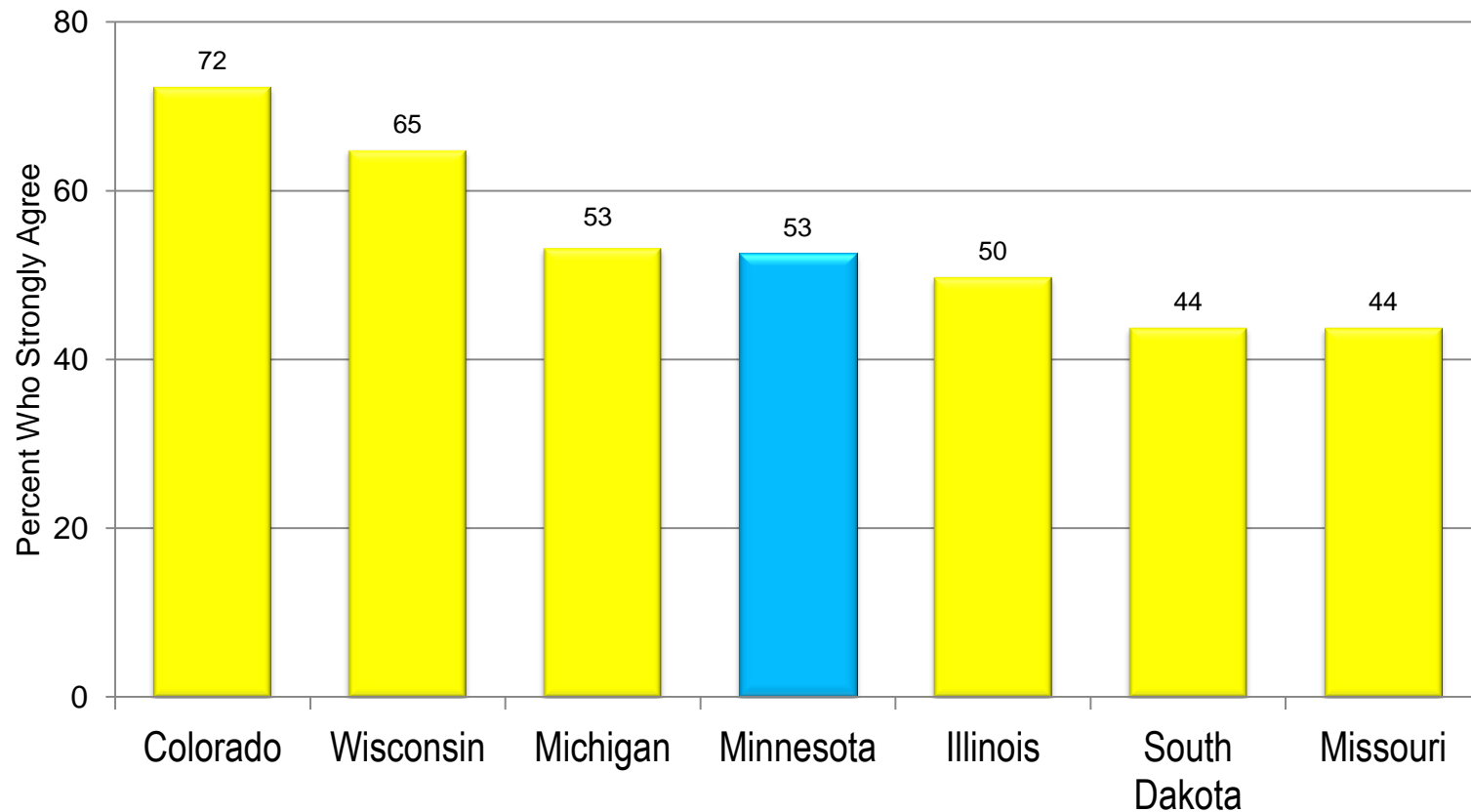
Minnesota's Image vs. Competition — Adult Vacation

Base: Residents of Minnesota's Existing Advertising Markets



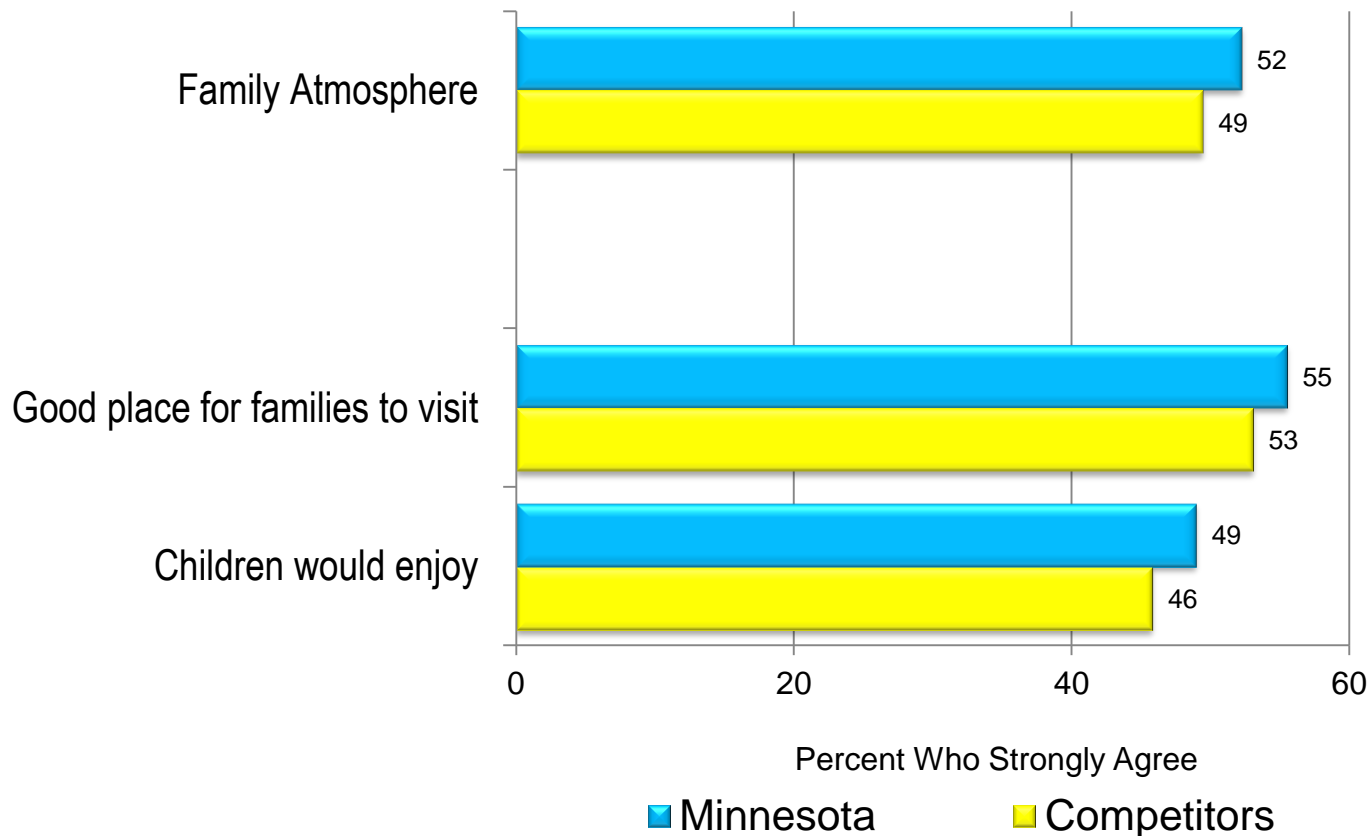
Minnesota's Image vs. Competition — Adult Vacation

Base: Residents of Minnesota's Existing Advertising Markets



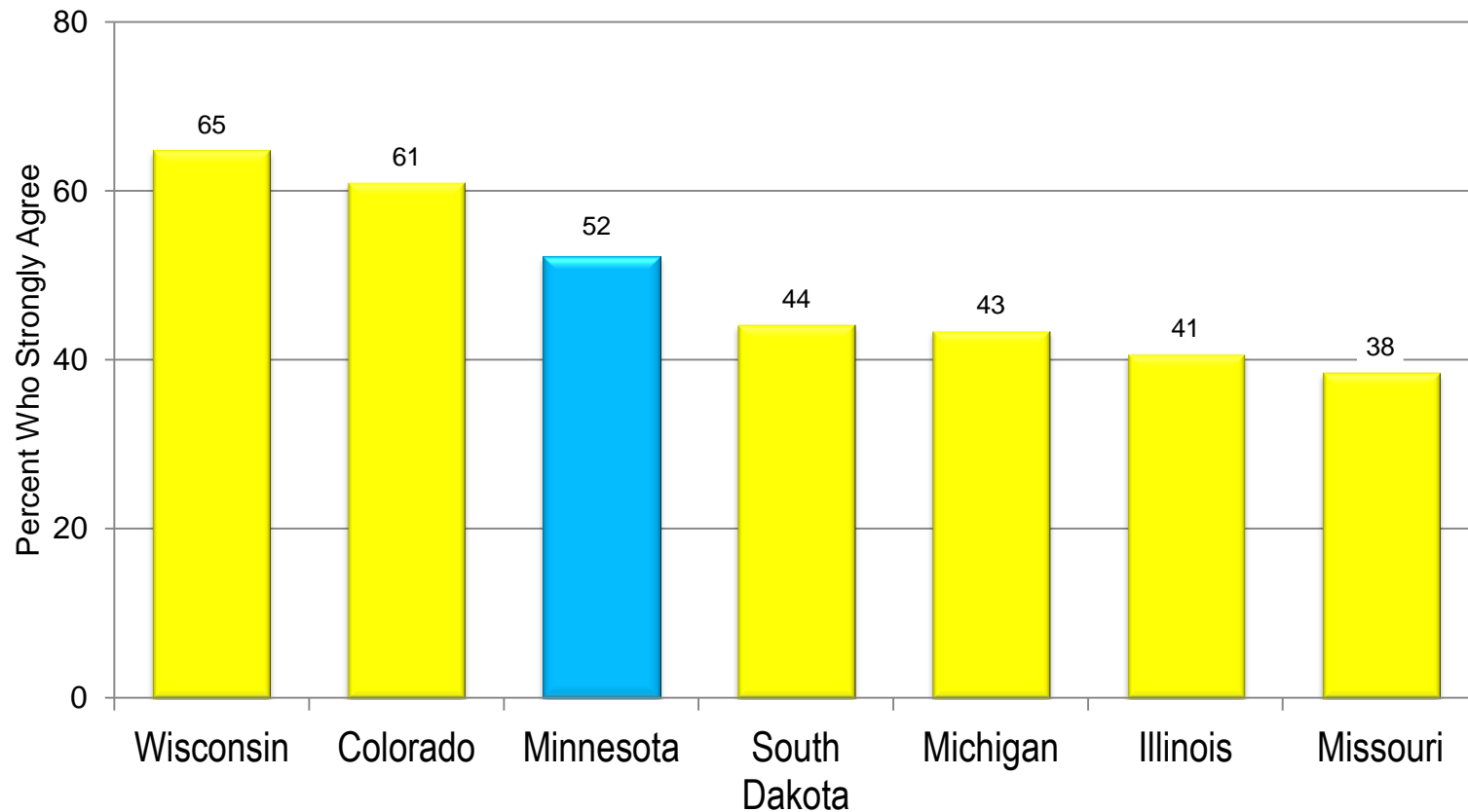
Minnesota's Image vs. Competition — Family Atmosphere

Base: Residents of Minnesota's Existing Advertising Markets



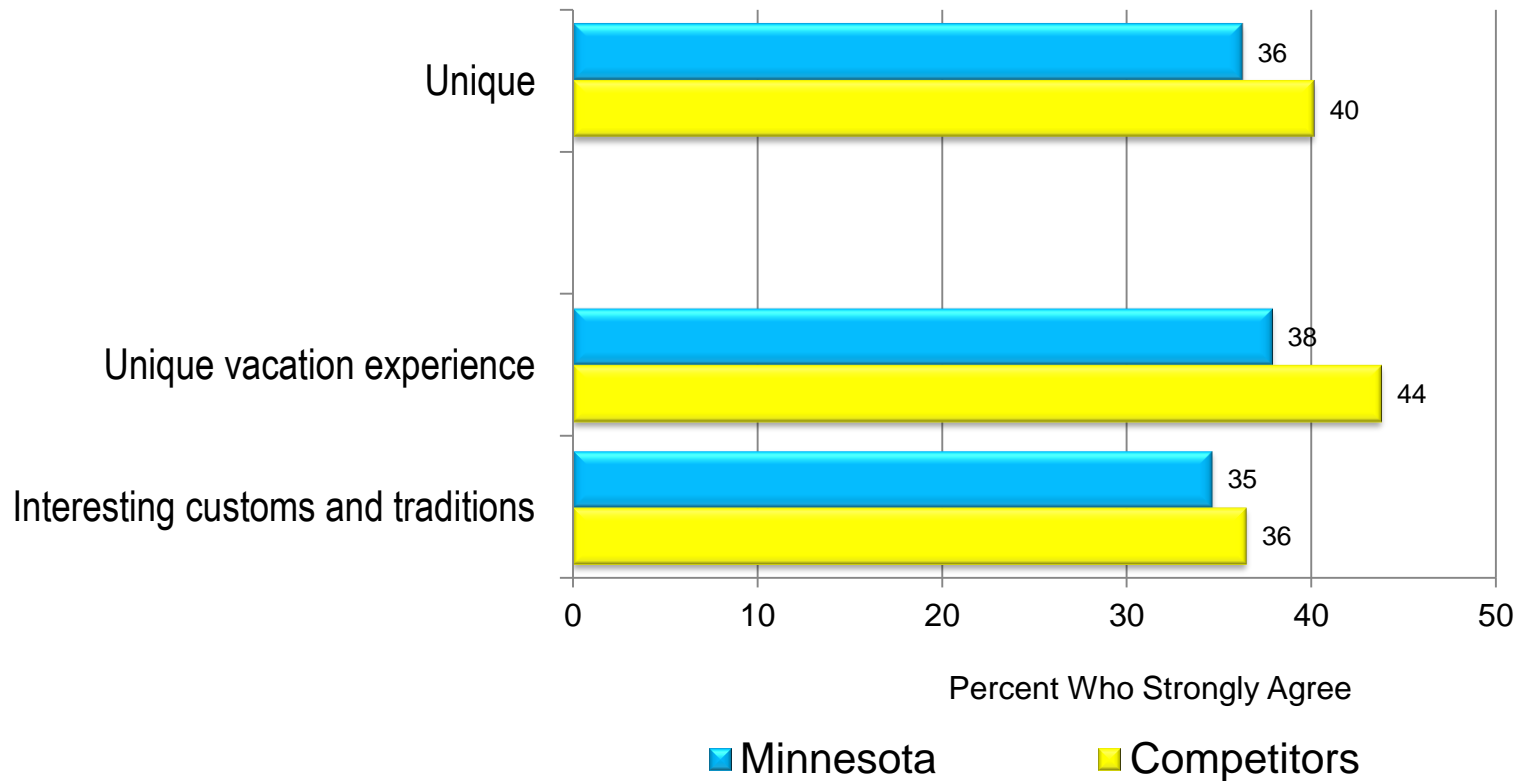
Minnesota's Image vs. Competition — Family Atmosphere

Base: Residents of Minnesota's Existing Advertising Markets



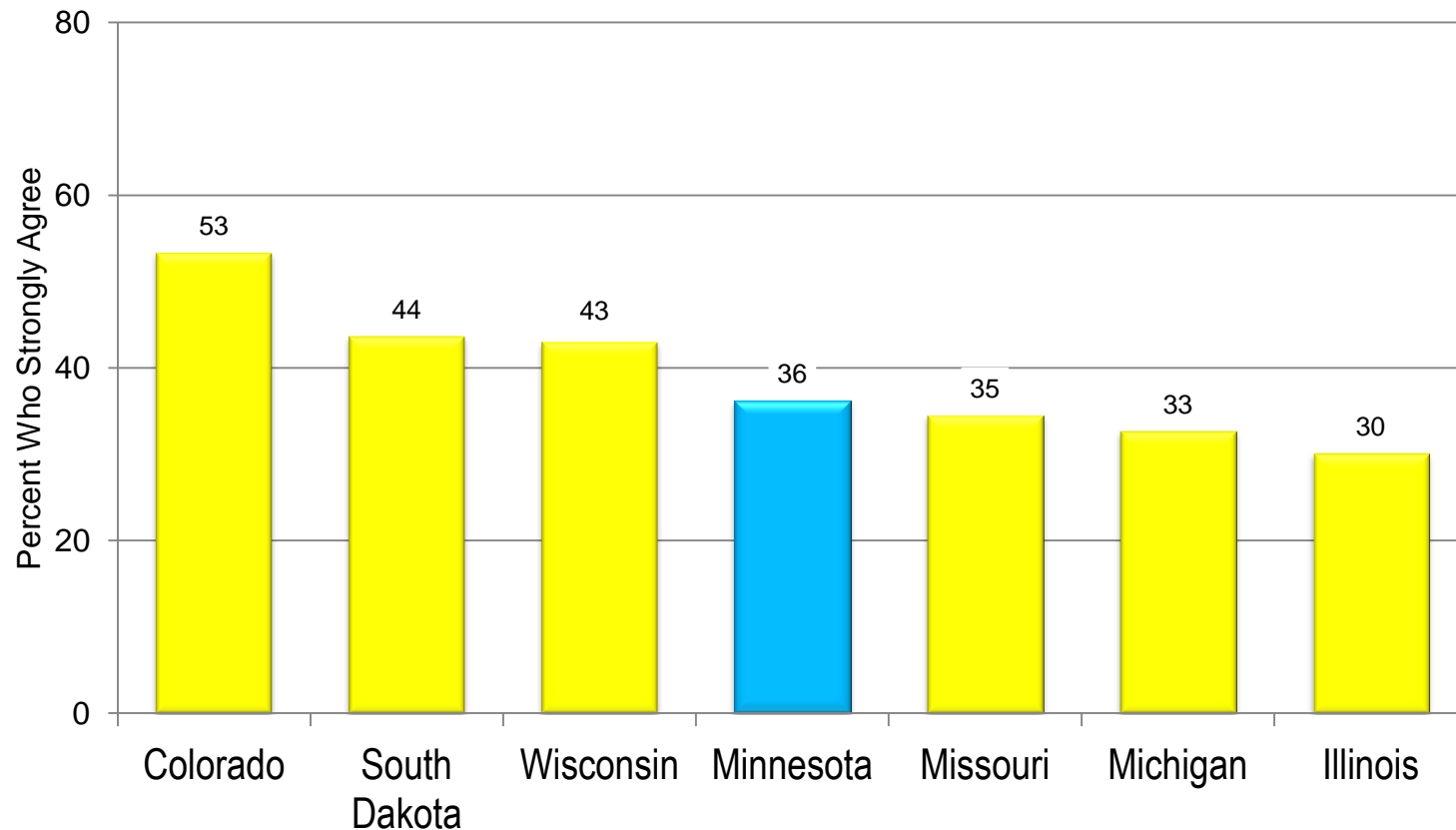
Minnesota's Image vs. Competition — Unique

Base: Residents of Minnesota's Existing Advertising Markets



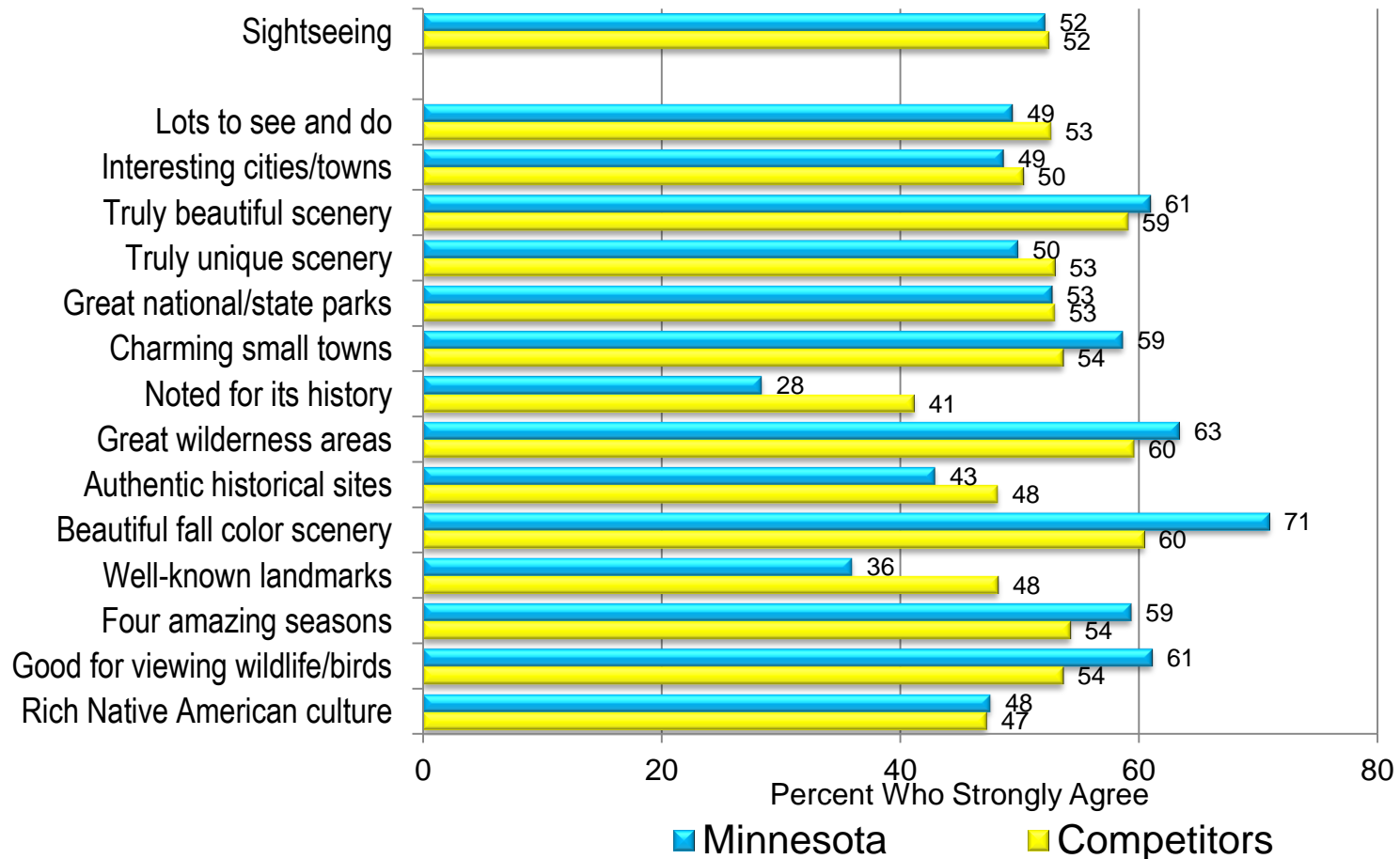
Minnesota's Image vs. Competition — Unique

Base: Residents of Minnesota's Existing Advertising Markets



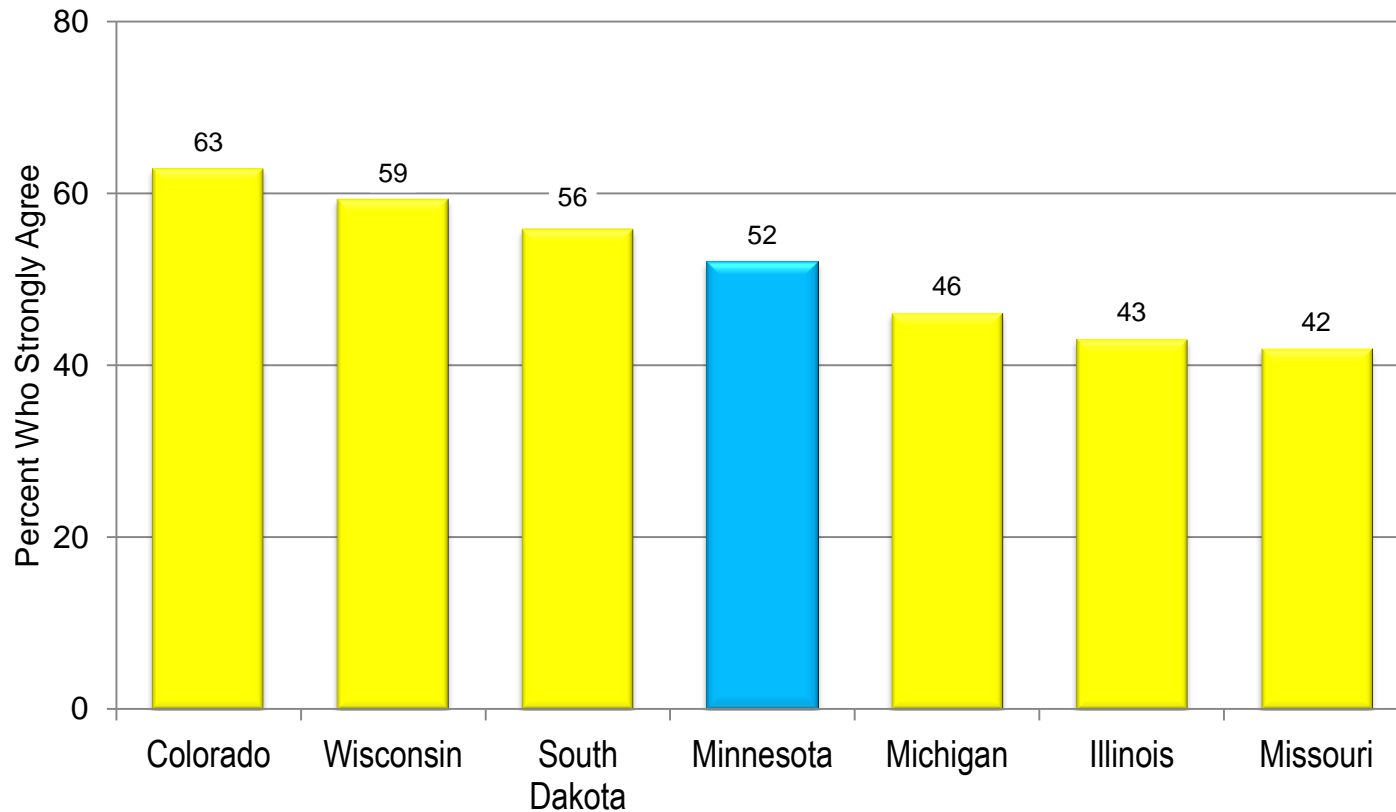
Minnesota's Image vs. Competition — Sightseeing

Base: Residents of Minnesota's Existing Advertising Markets



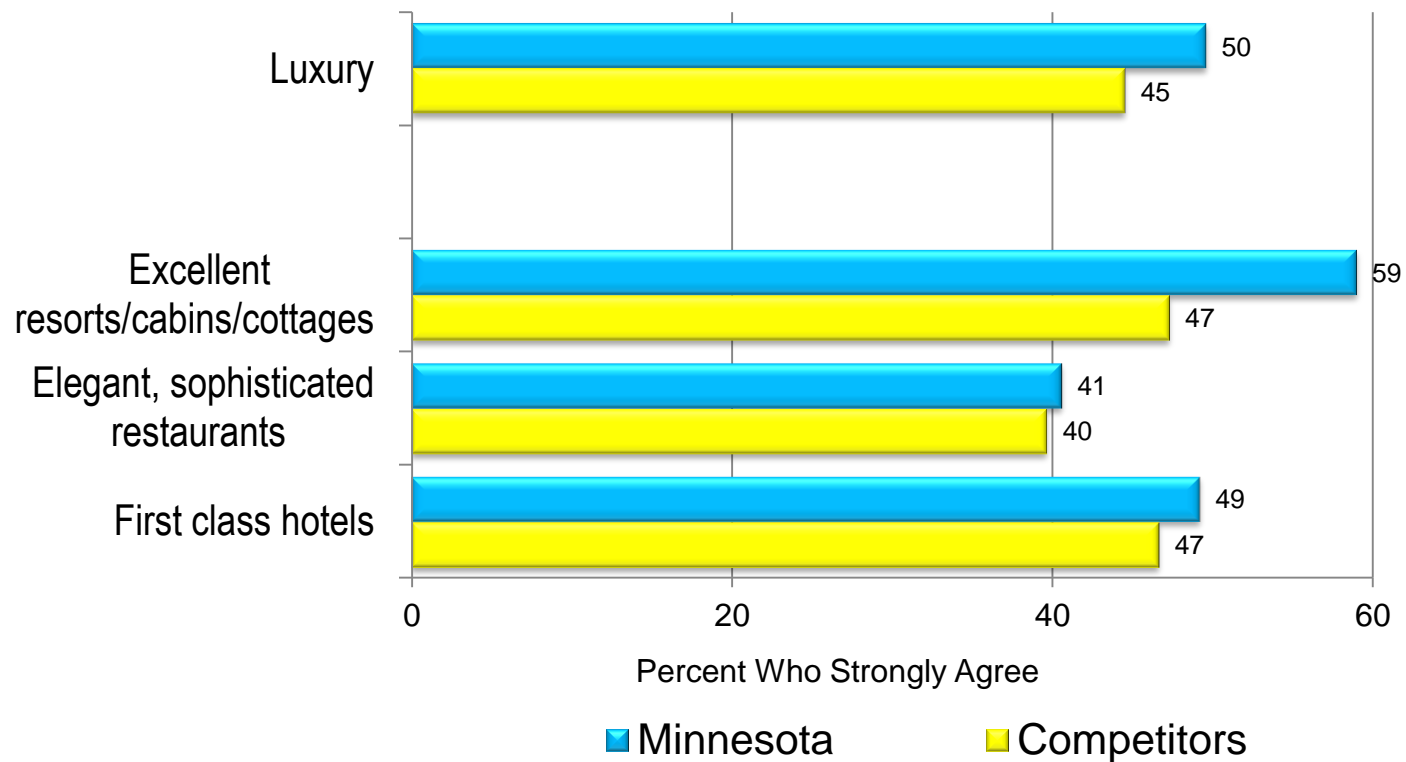
Minnesota's Image vs. Competition — Sightseeing

Base: Residents of Minnesota's Existing Advertising Markets



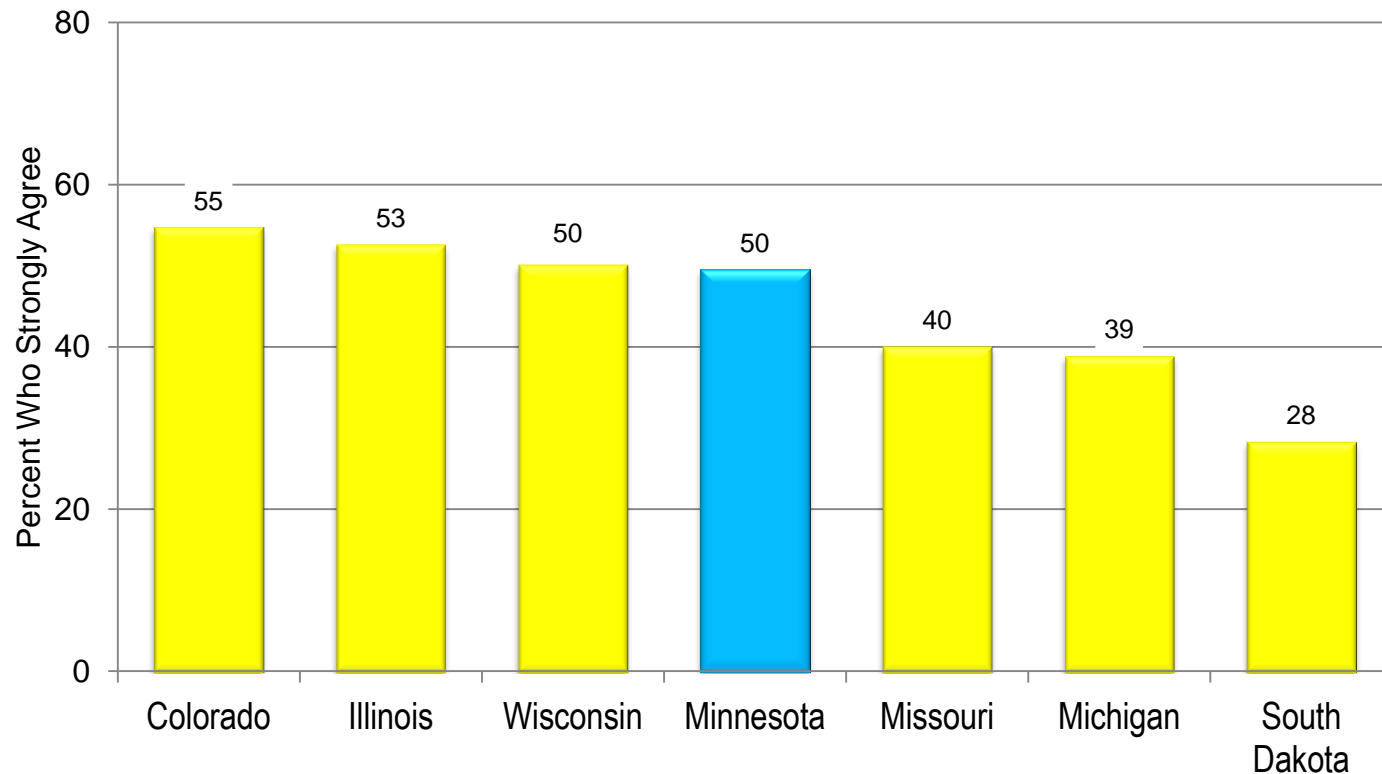
Minnesota's Image vs. Competition — Luxury

Base: Residents of Minnesota's Existing Advertising Markets



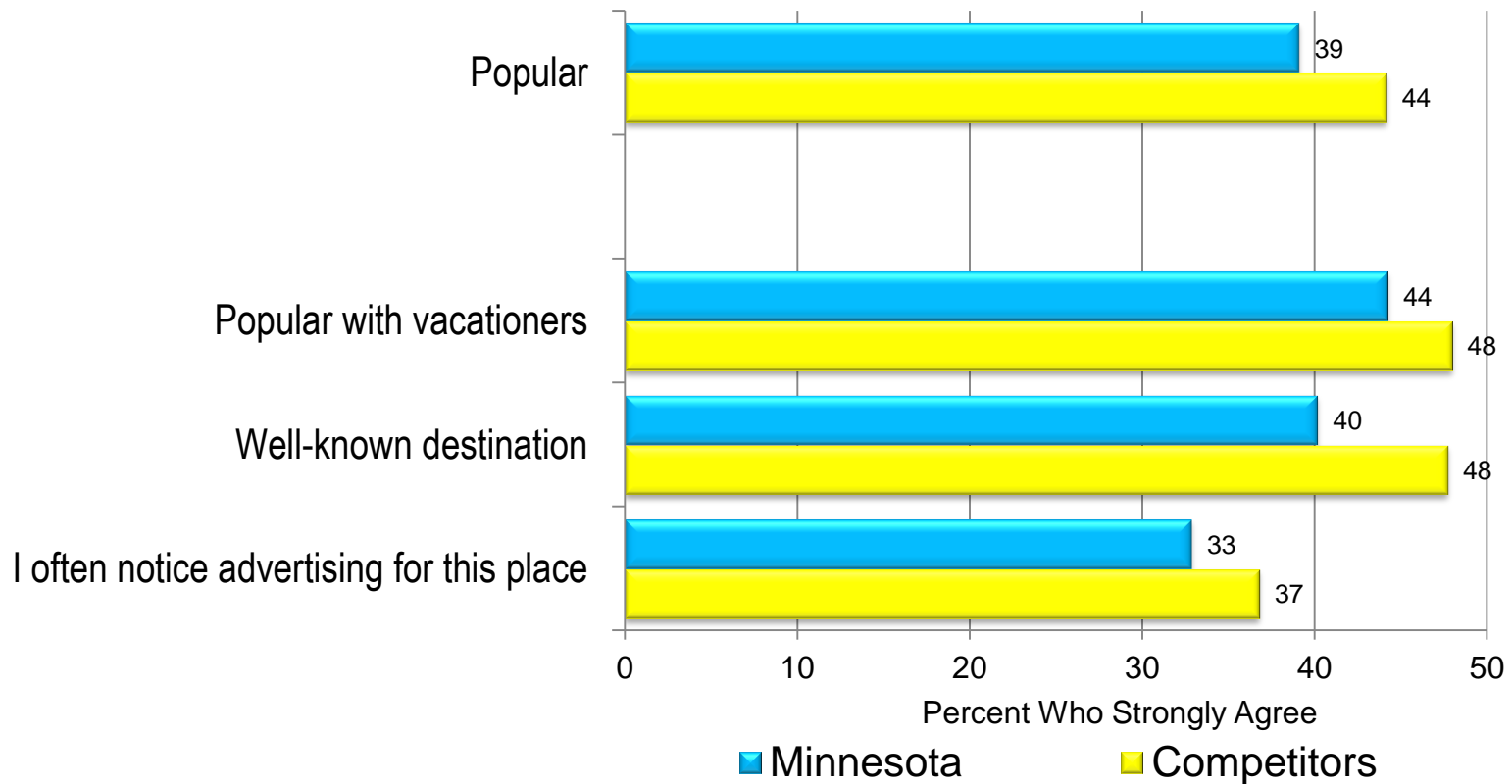
Minnesota's Image vs. Competition — Luxury

Base: Residents of Minnesota's Existing Advertising Markets



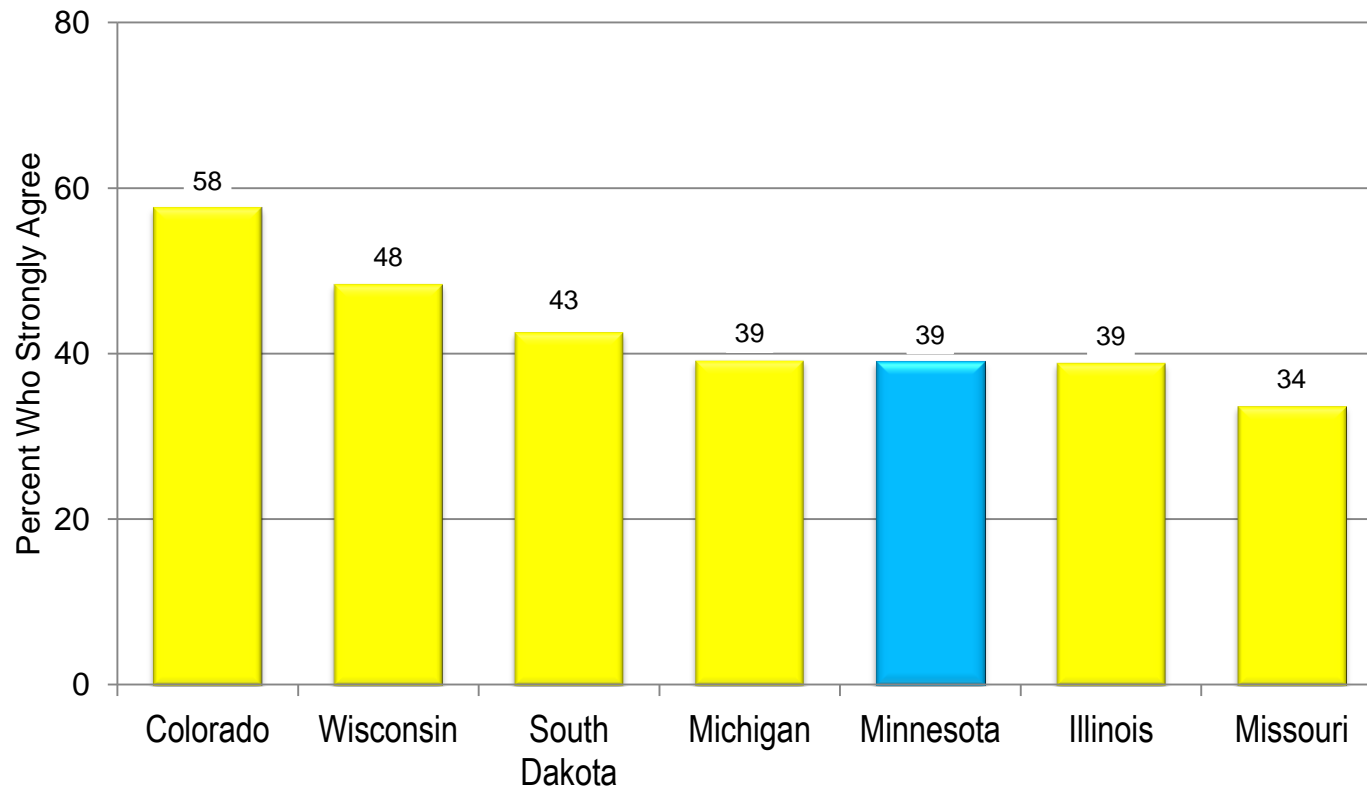
Minnesota's Image vs. Competition — Popular

Base: Residents of Minnesota's Existing Advertising Markets



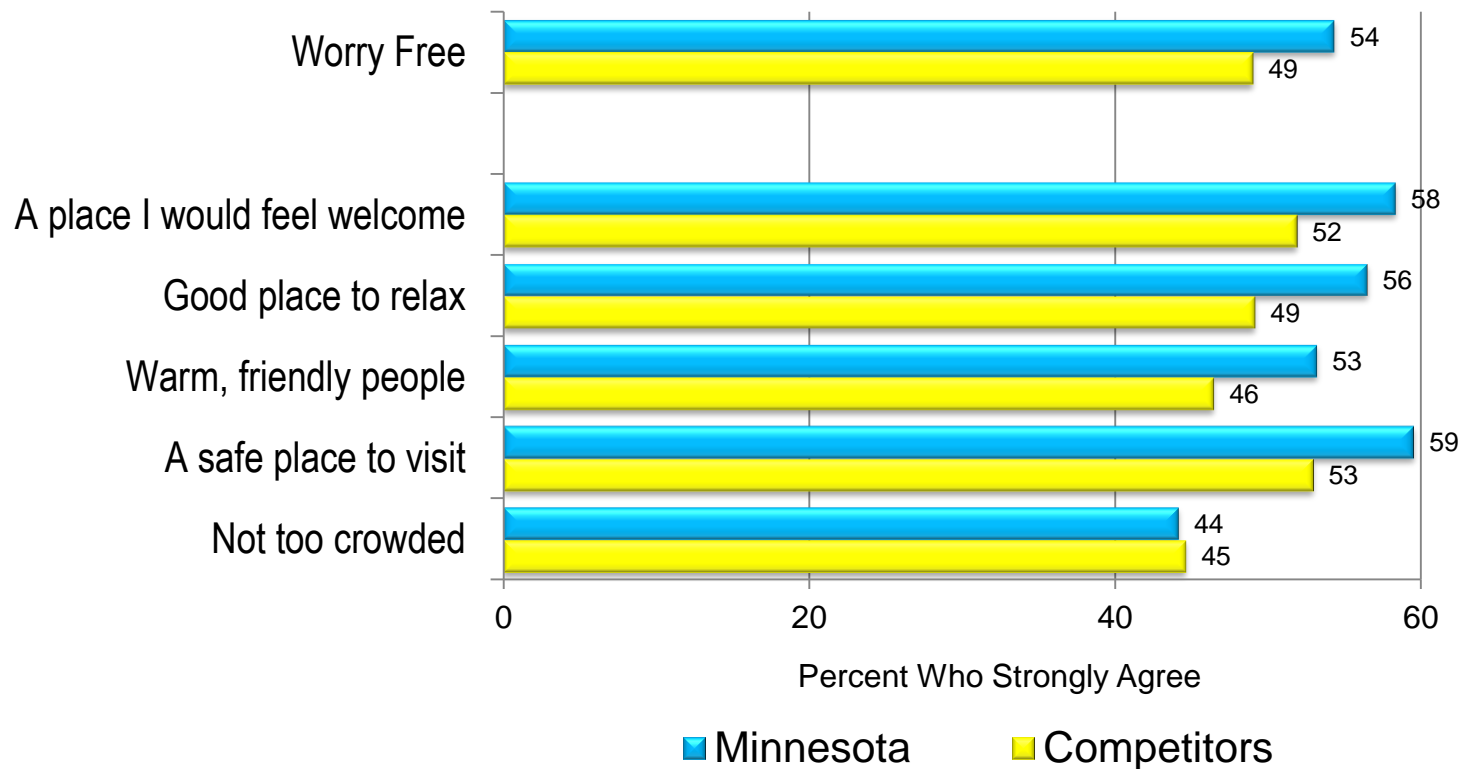
Minnesota's Image vs. Competition — Popular

Base: Residents of Minnesota's Existing Advertising Markets



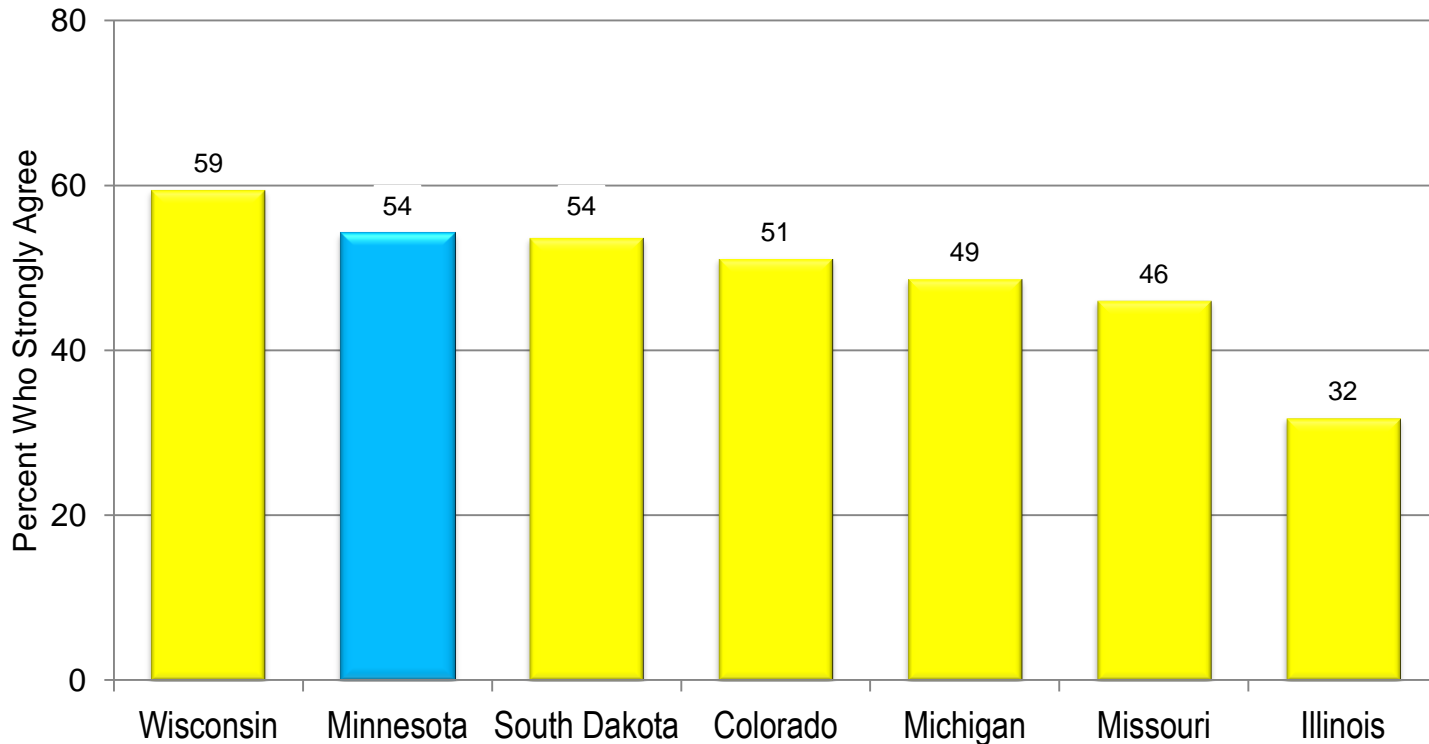
Minnesota's Image vs. Competition — Worry Free

Base: Residents of Minnesota's Existing Advertising Markets



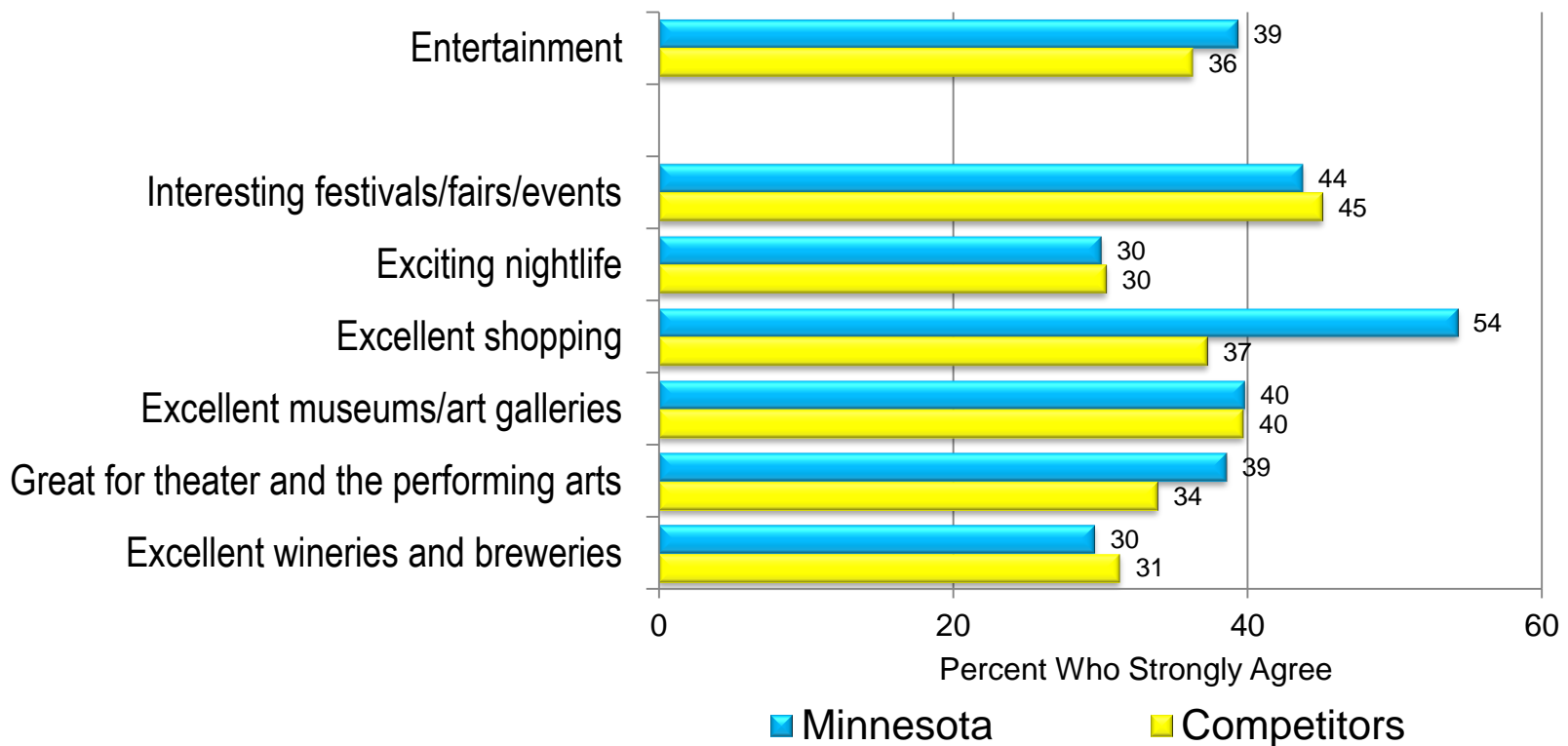
Minnesota's Image vs. Competition — Worry Free

Base: Residents of Minnesota's Existing Advertising Markets



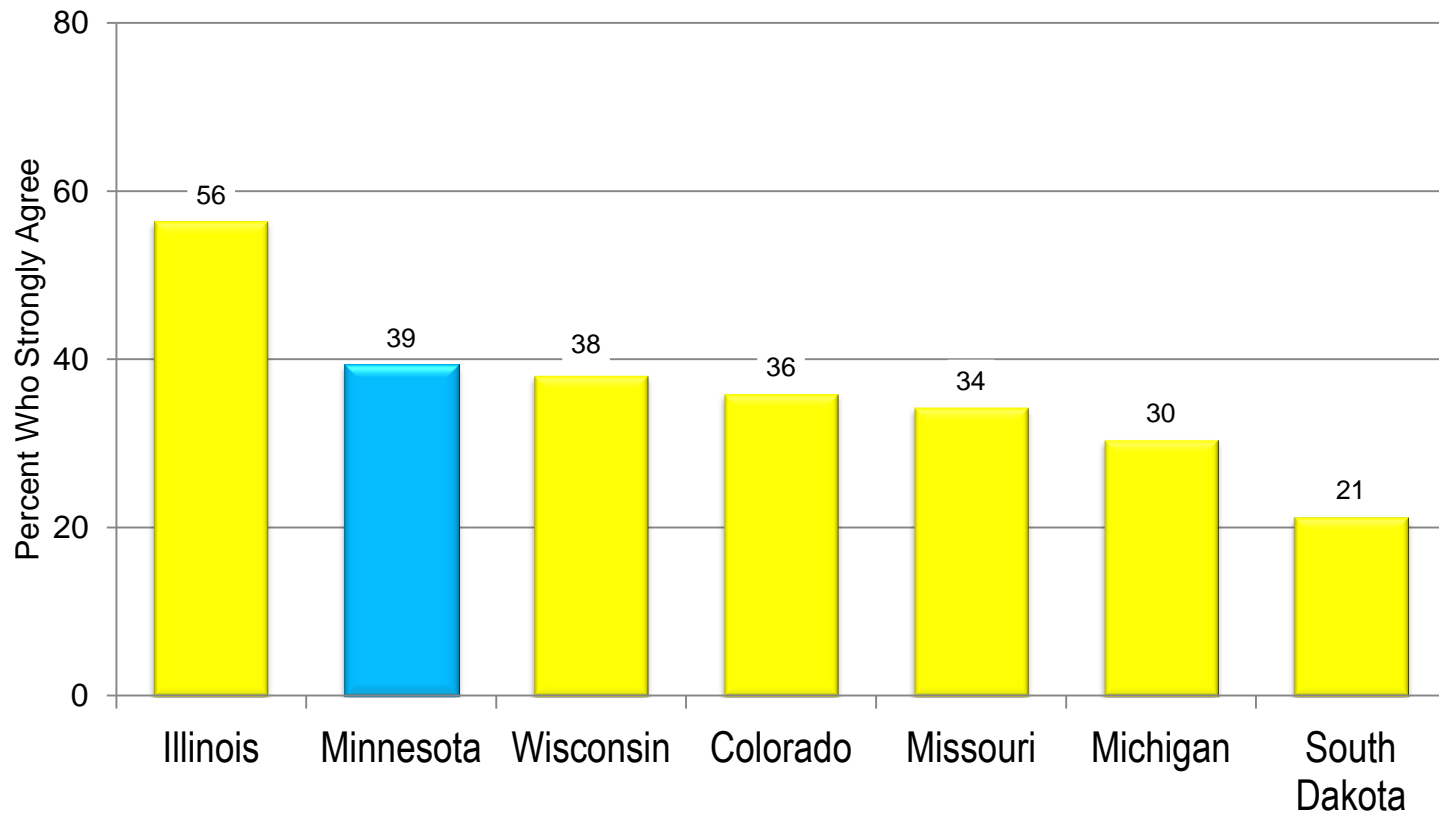
Minnesota's Image vs. Competition — Entertainment

Base: Residents of Minnesota's Existing Advertising Markets



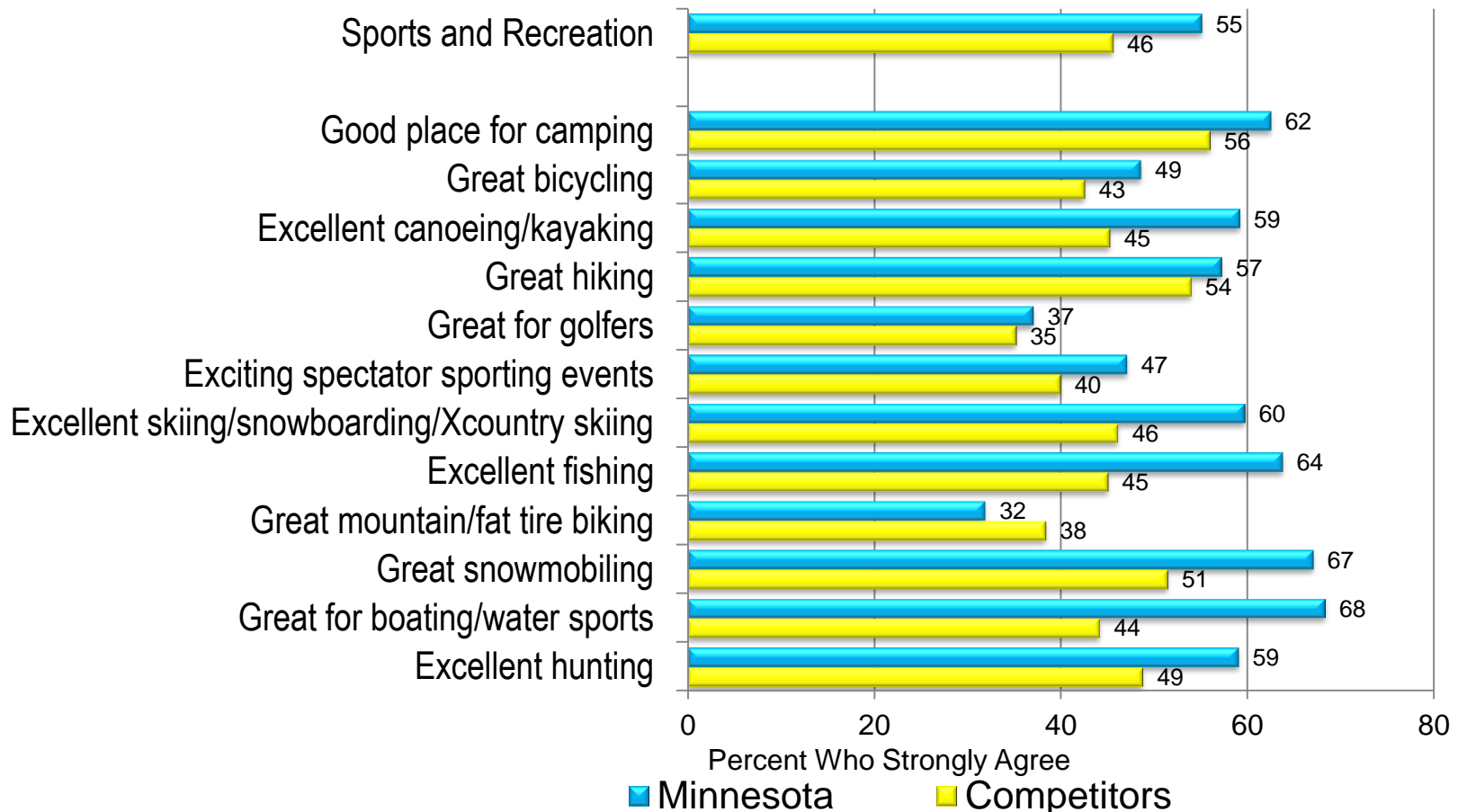
Minnesota's Image vs. Competition — Entertainment

Base: Residents of Minnesota's Existing Advertising Markets



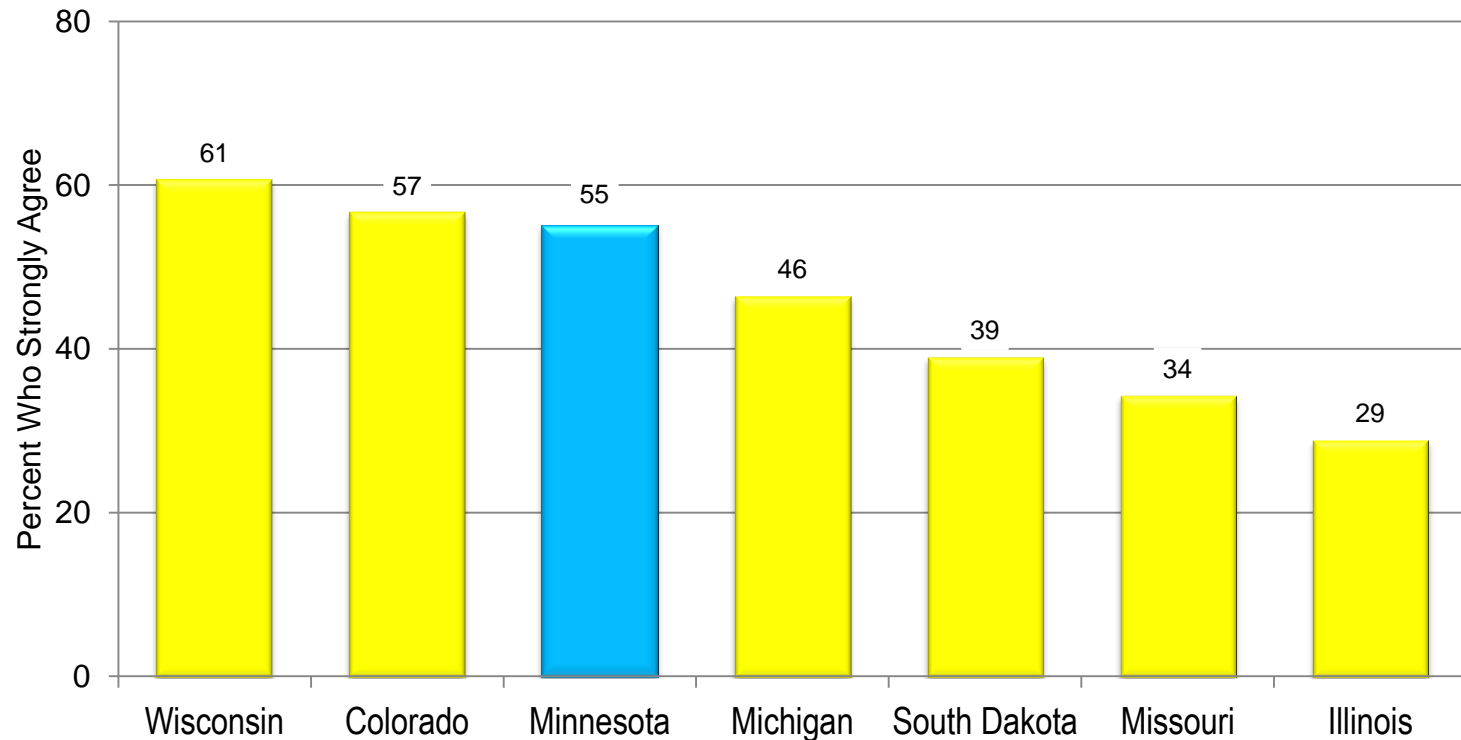
Minnesota's Image vs. Competition — Sports and Recreation

Base: Residents of Minnesota's Existing Advertising Markets



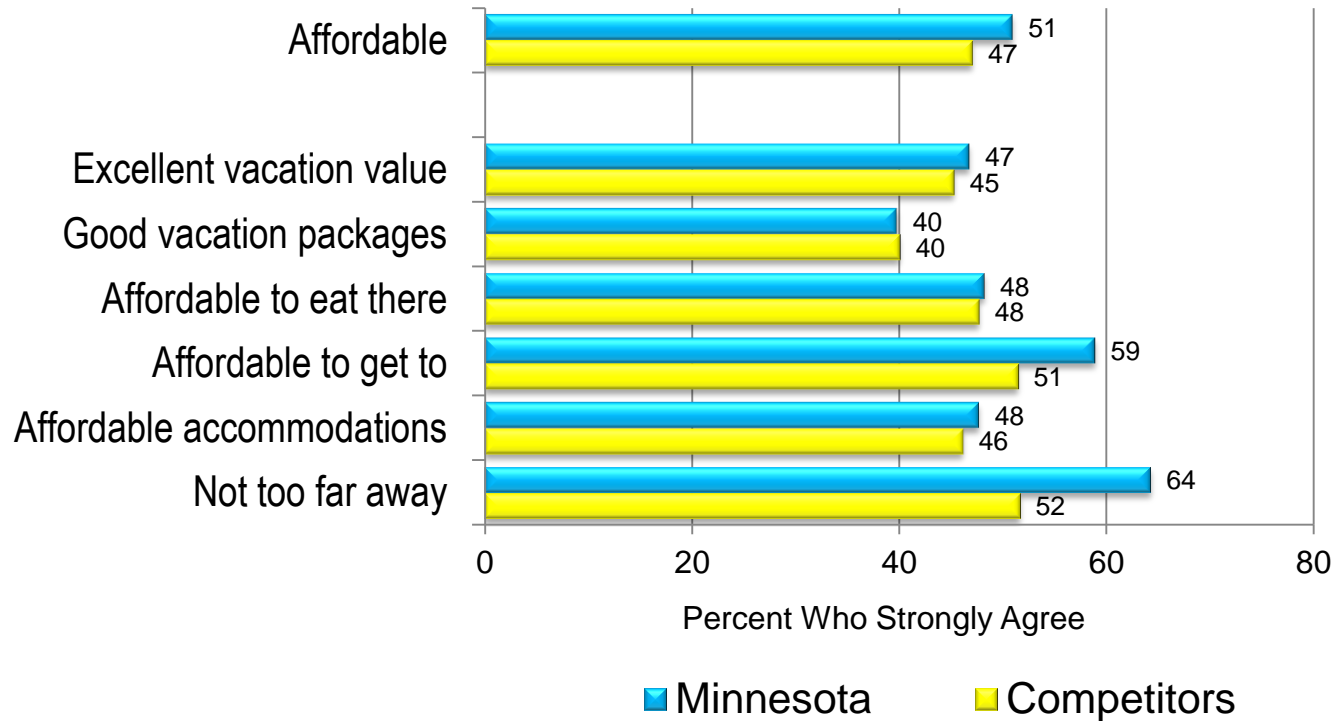
Minnesota's Image vs. Competition — Sports and Recreation

Base: Residents of Minnesota's Existing Advertising Markets



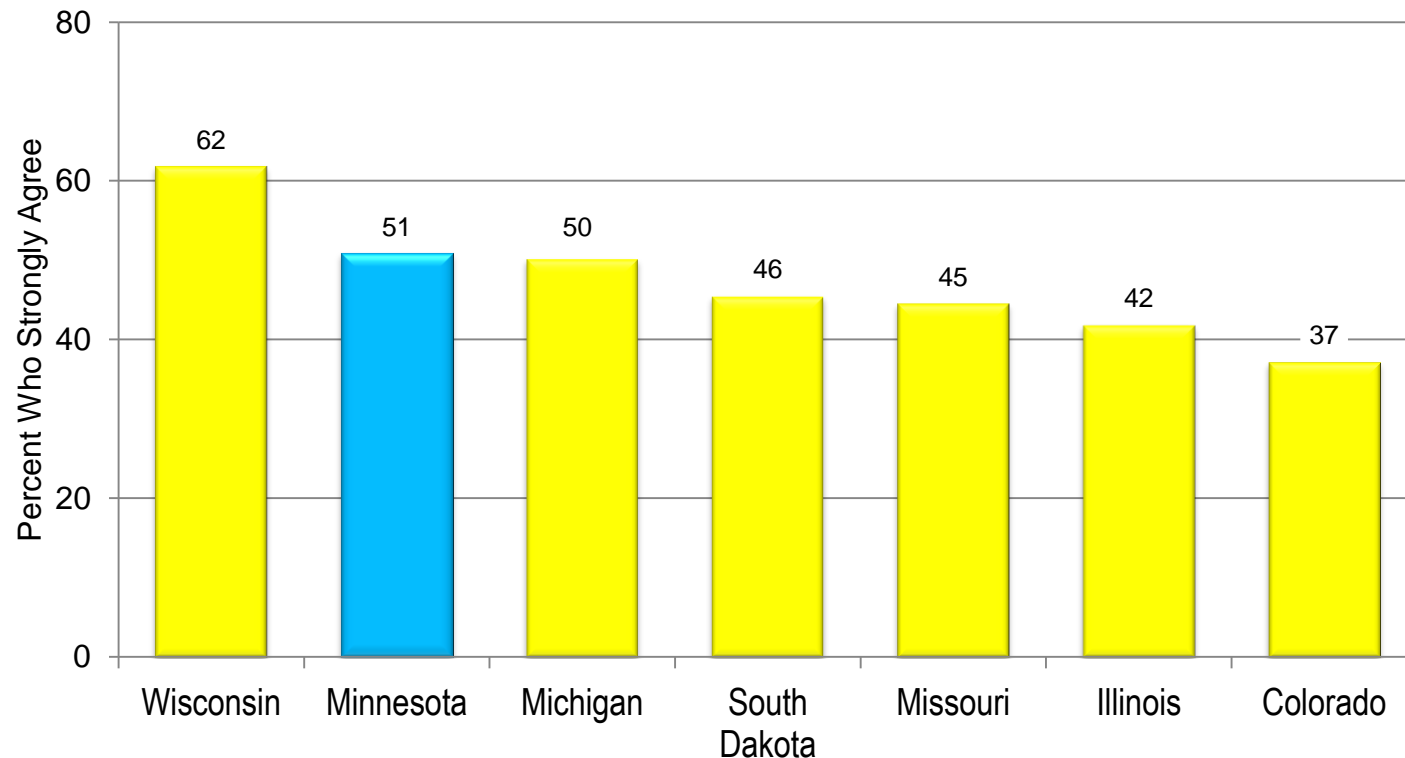
Minnesota's Image vs. Competition — Affordable

Base: Residents of Minnesota's Existing Advertising Markets



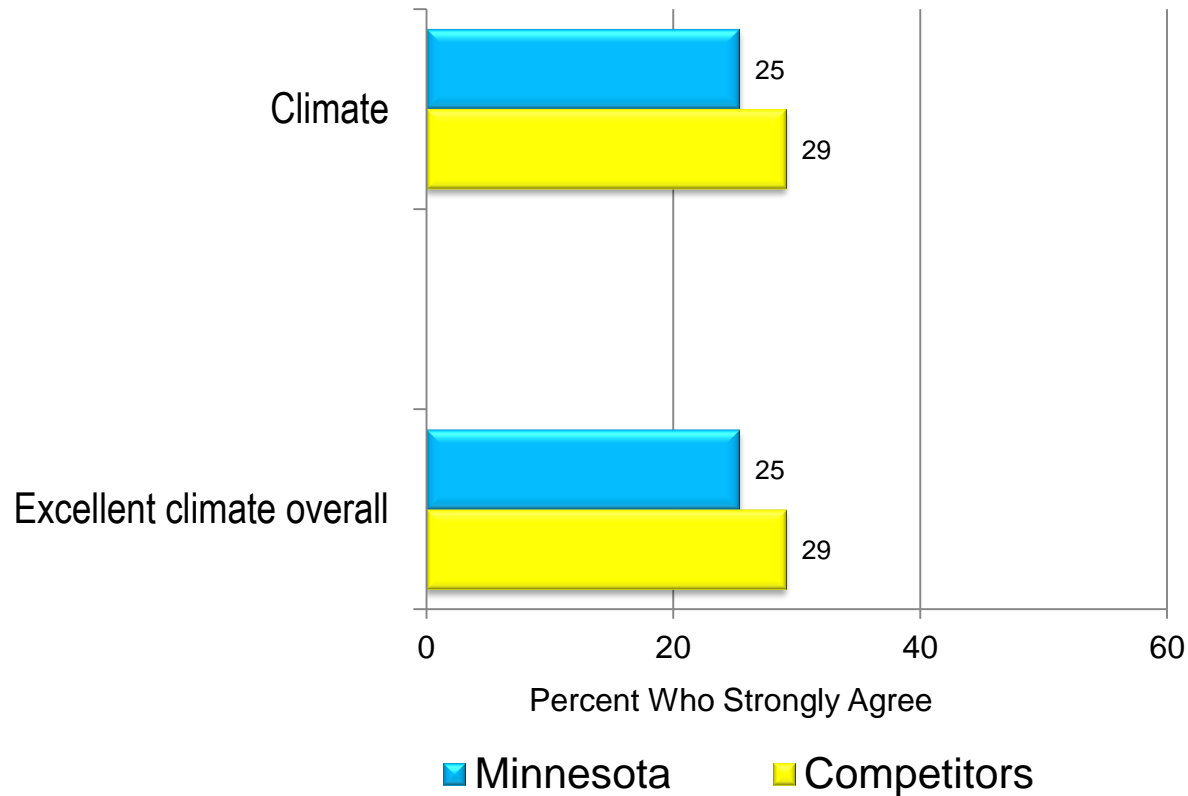
Minnesota's Image vs. Competition — Affordable

Base: Residents of Minnesota's Existing Advertising Markets



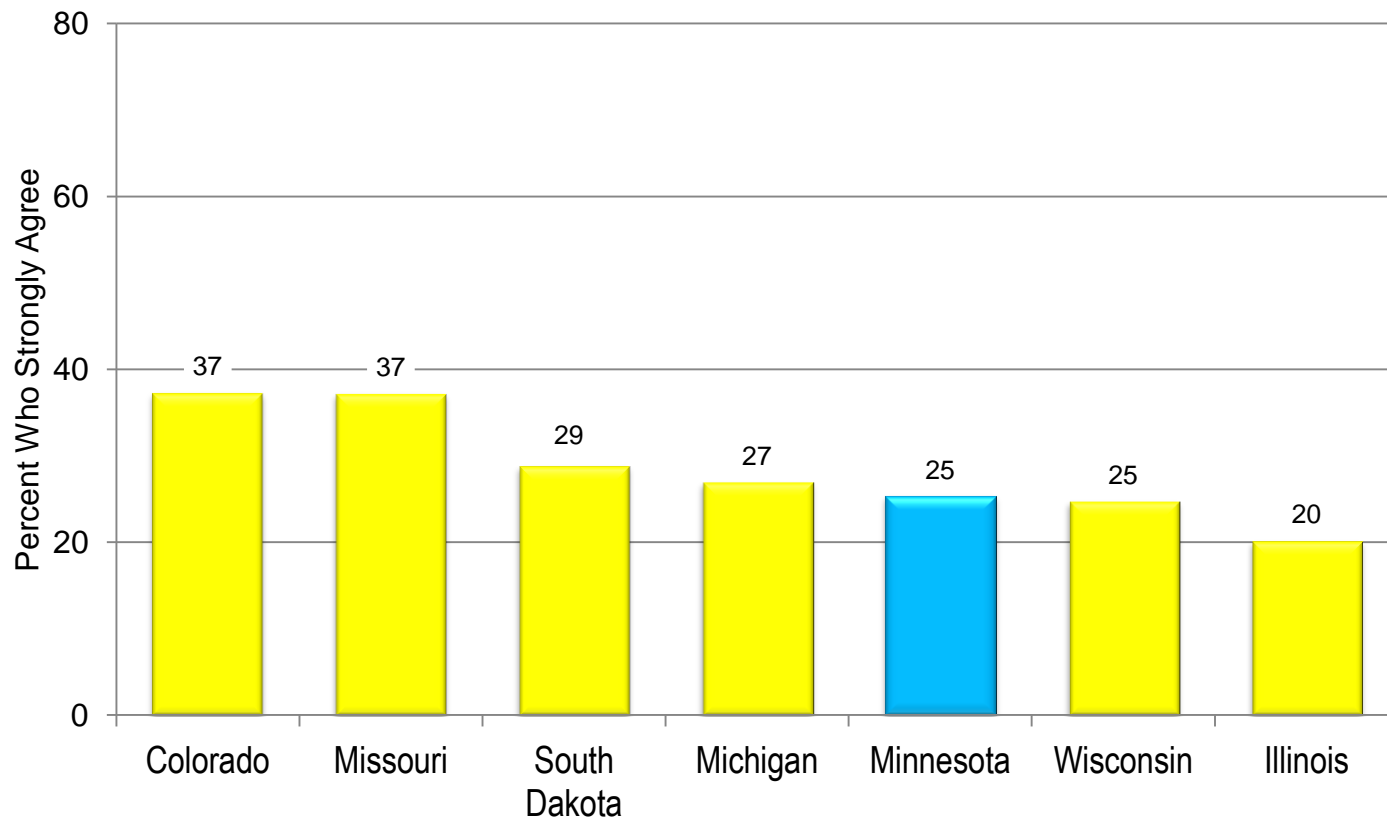
Minnesota's Image vs. Competition — Climate

Base: Residents of Minnesota's Existing Advertising Markets



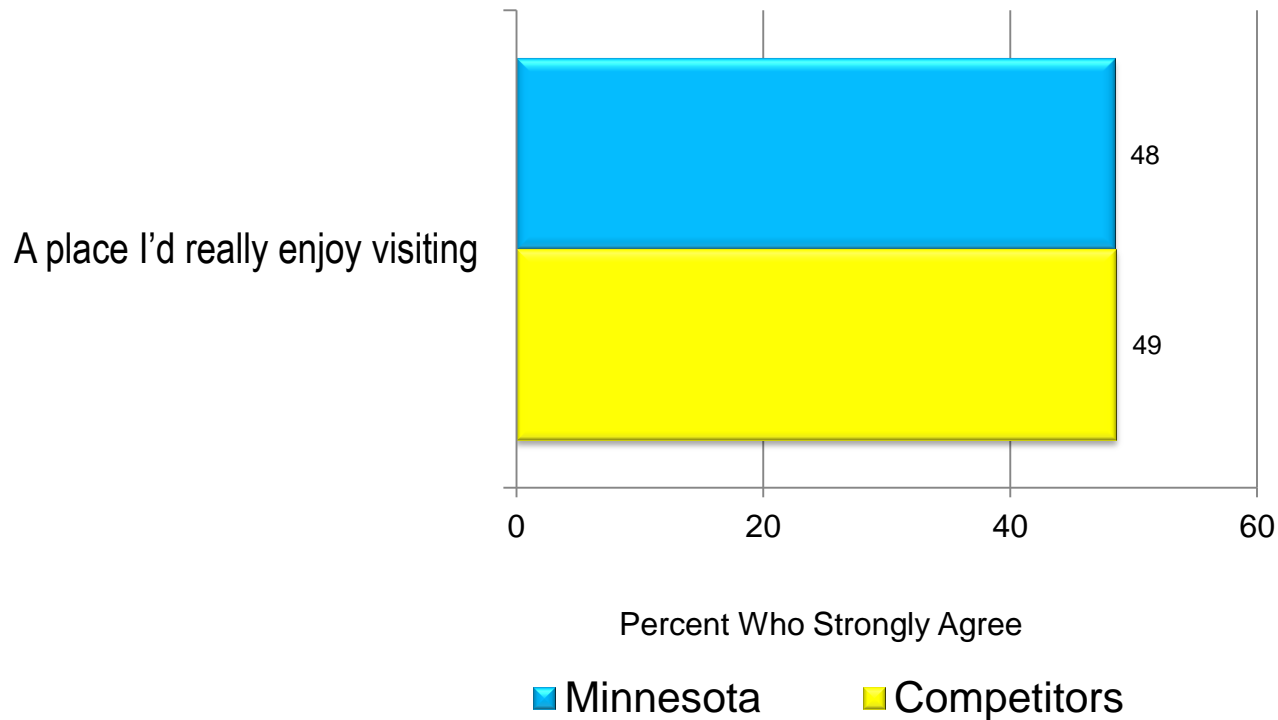
Minnesota's Image vs. Competition — Climate

Base: Residents of Minnesota's Existing Advertising Markets



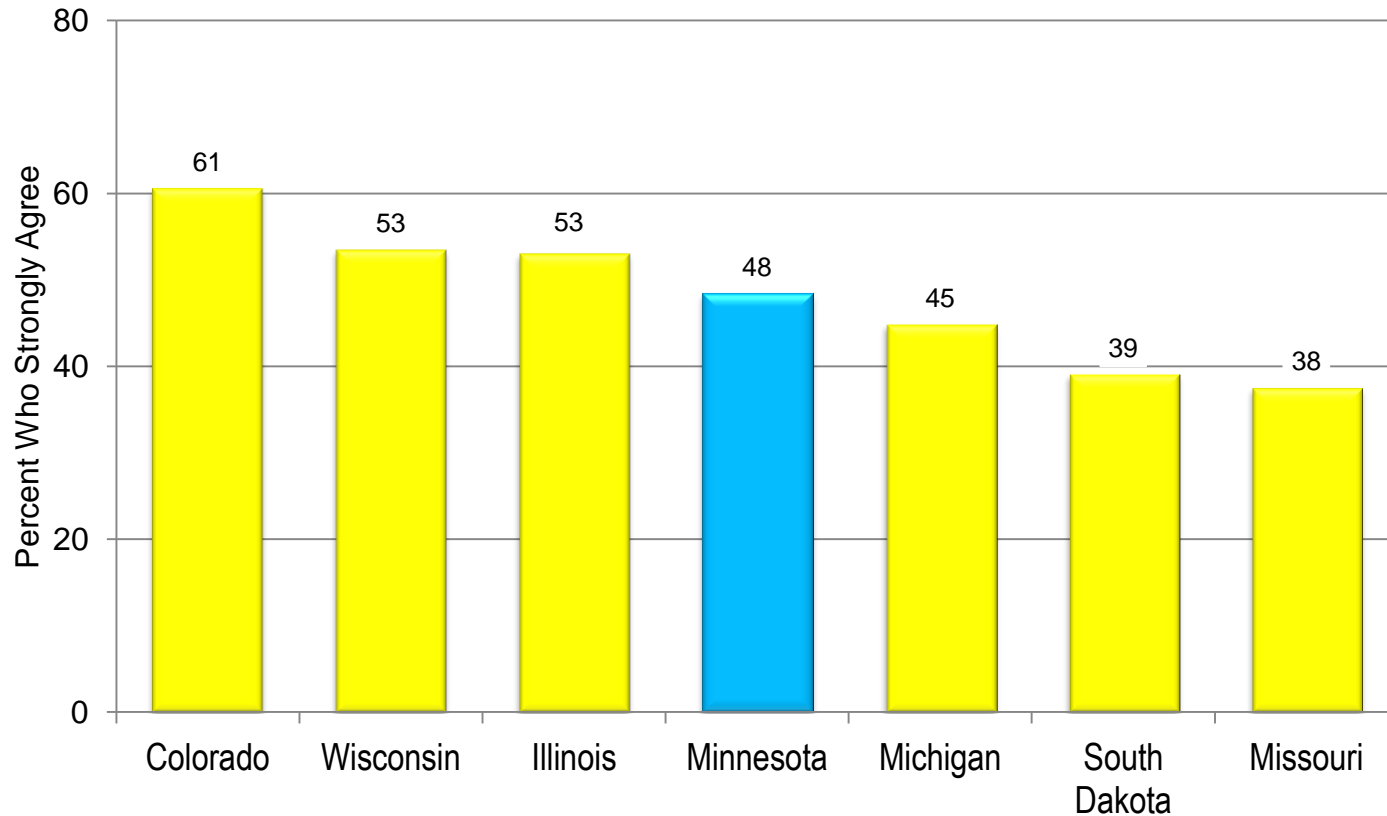
Minnesota's Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Minnesota's Existing Advertising Markets



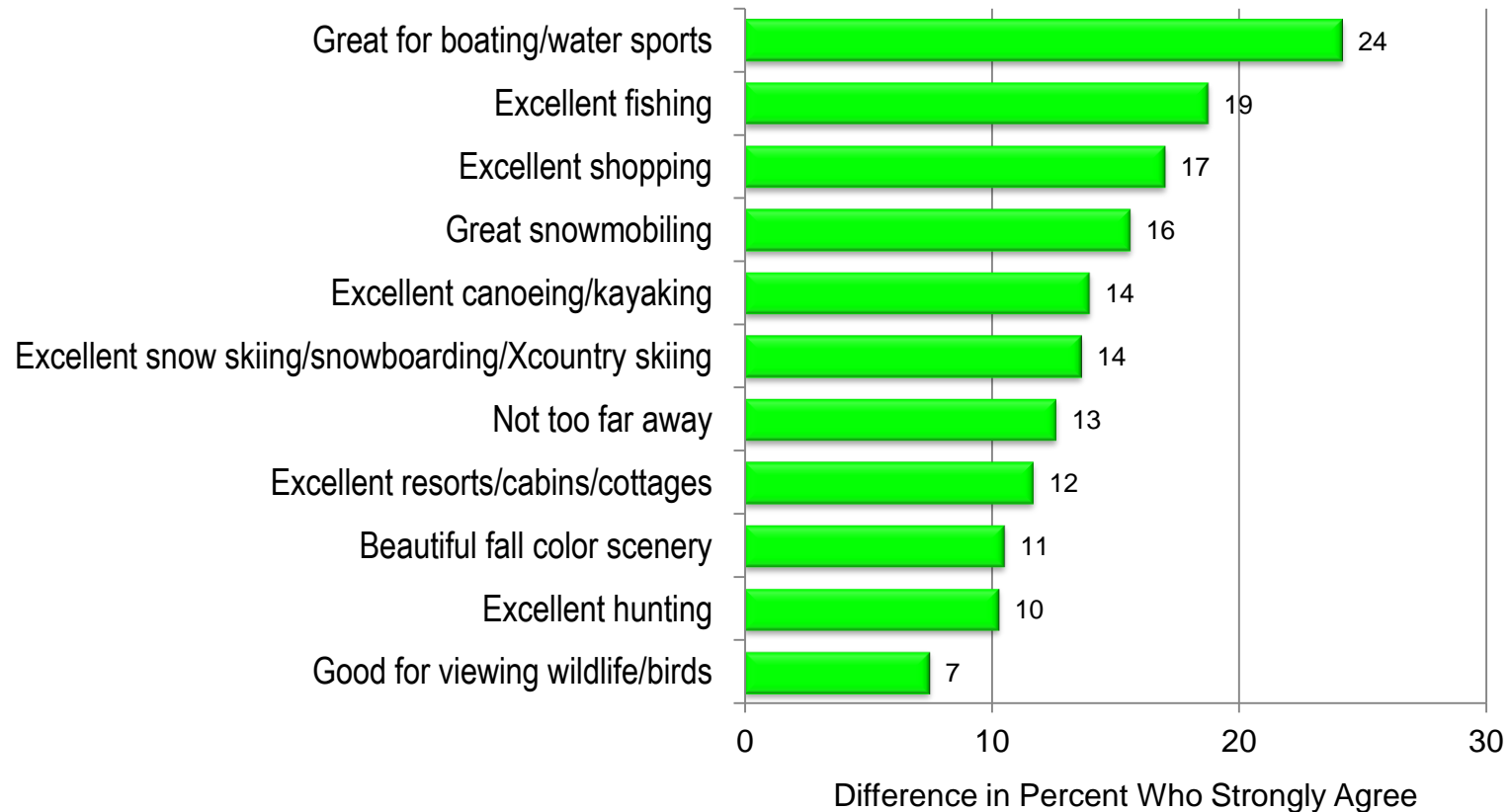
Minnesota's Image vs. Competition — “A Place I'd Really Enjoy Visiting”

Base: Residents of Minnesota's Existing Advertising Markets



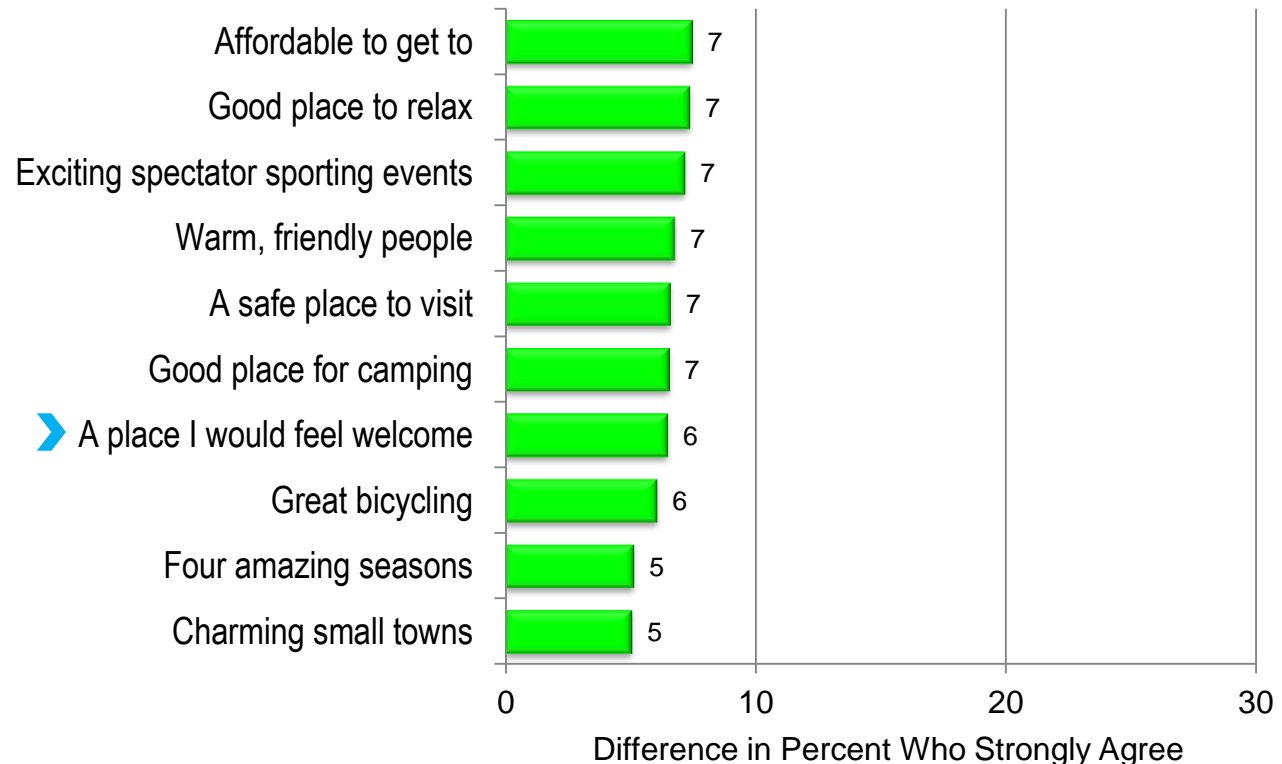
Minnesota's Image Strengths vs. Competition

Base: Residents of Minnesota's Existing Advertising Markets



Minnesota's Image Strengths vs. Competition

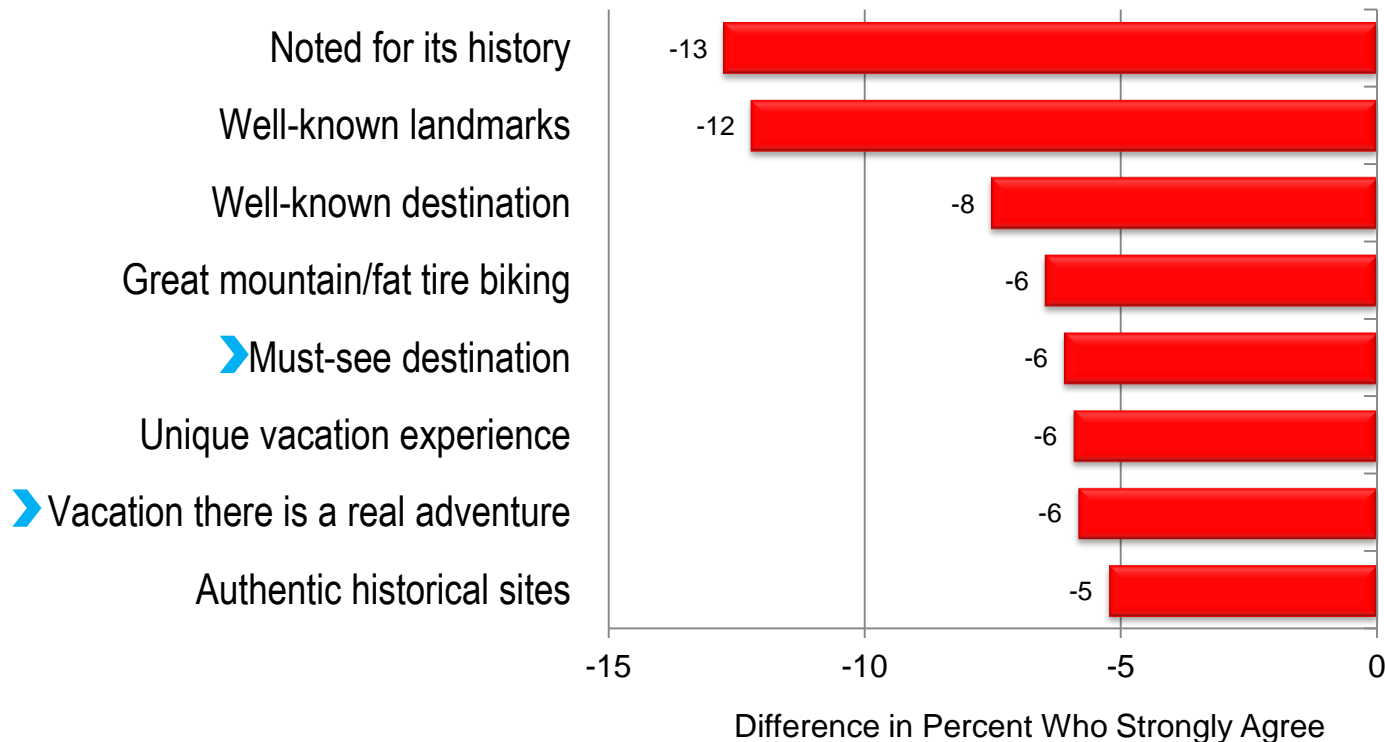
Base: Residents of Minnesota's Existing Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Minnesota's Image Weaknesses vs. Competition

Base: Residents of Minnesota's Existing Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

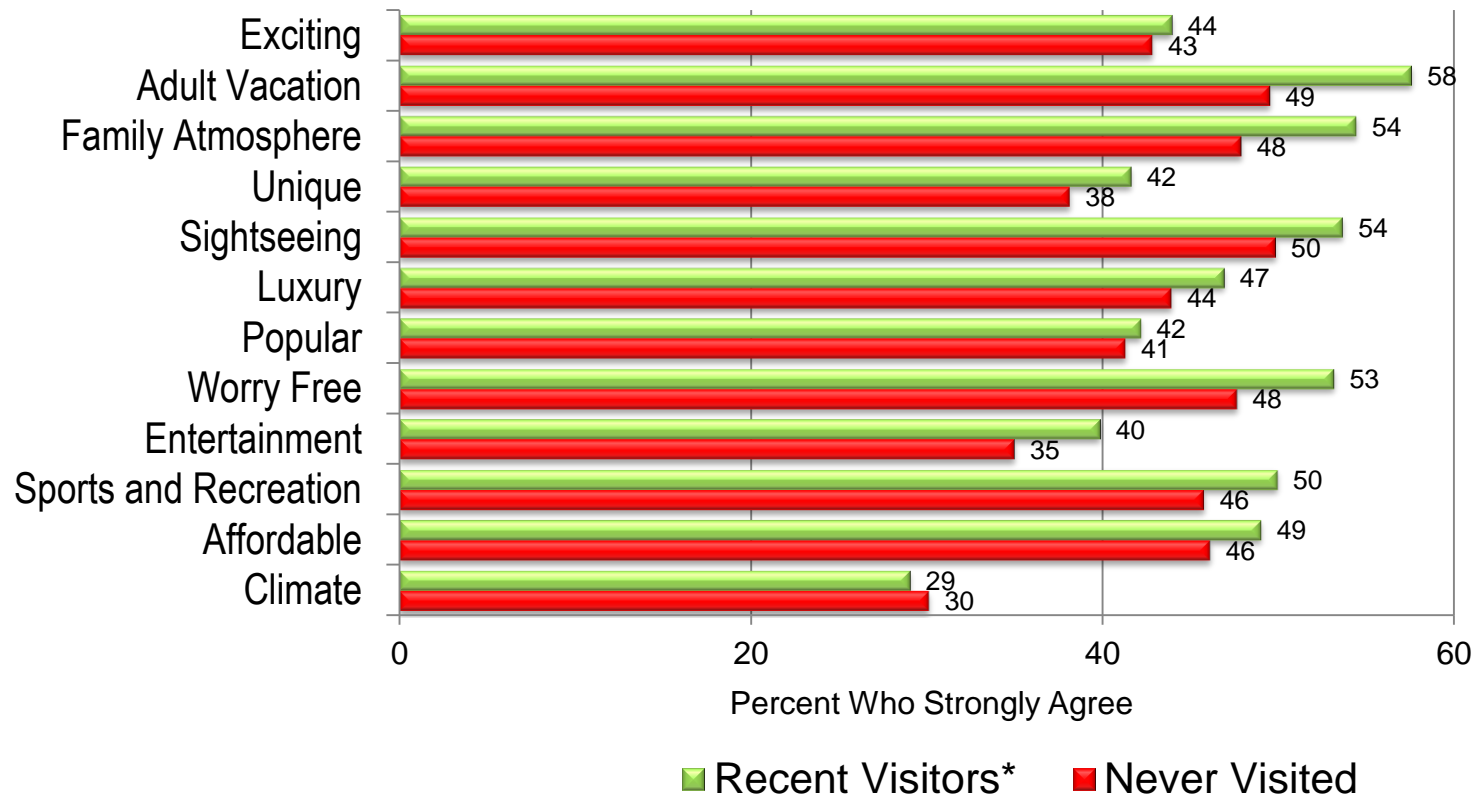


Longwoods
INTERNATIONAL

Minnesota's
Product Delivery
-Existing Markets

Minnesota's Product vs. Image

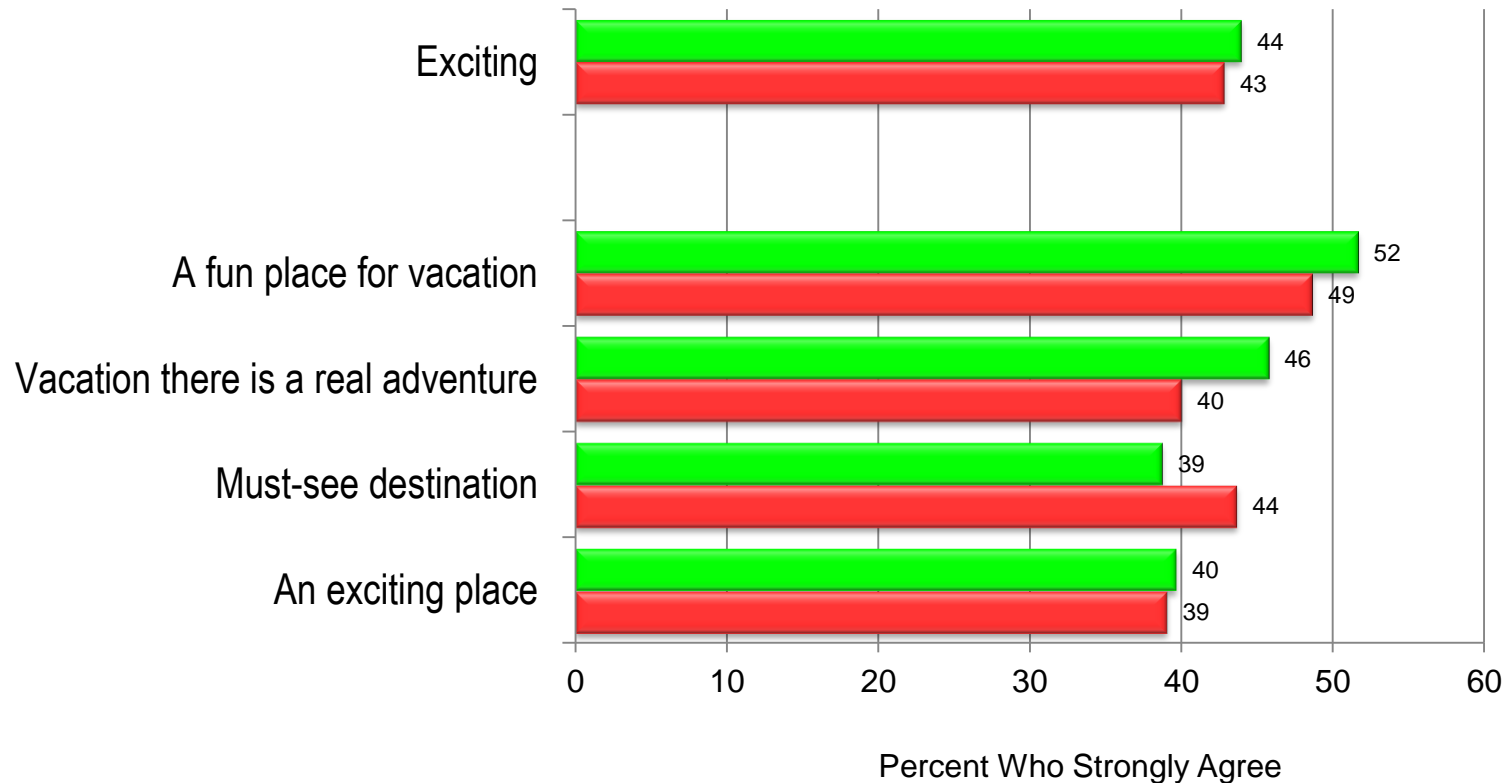
Base: Residents of Minnesota's Existing Advertising Markets



* Visited in the past 2 years

Minnesota's Product Delivery vs. Image — Exciting

Base: Residents of Minnesota's Existing Advertising Markets



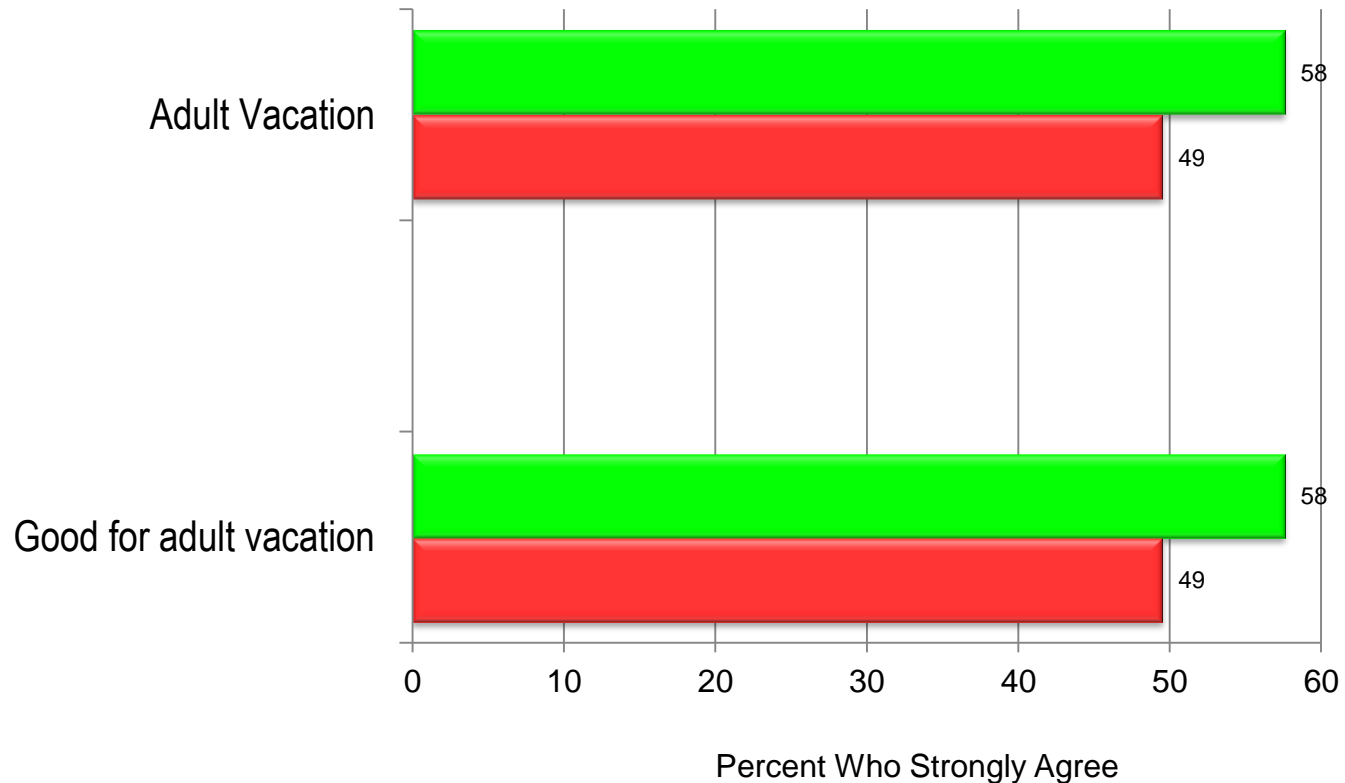
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Adult Vacation

Base: Residents of Minnesota's Existing Advertising Markets



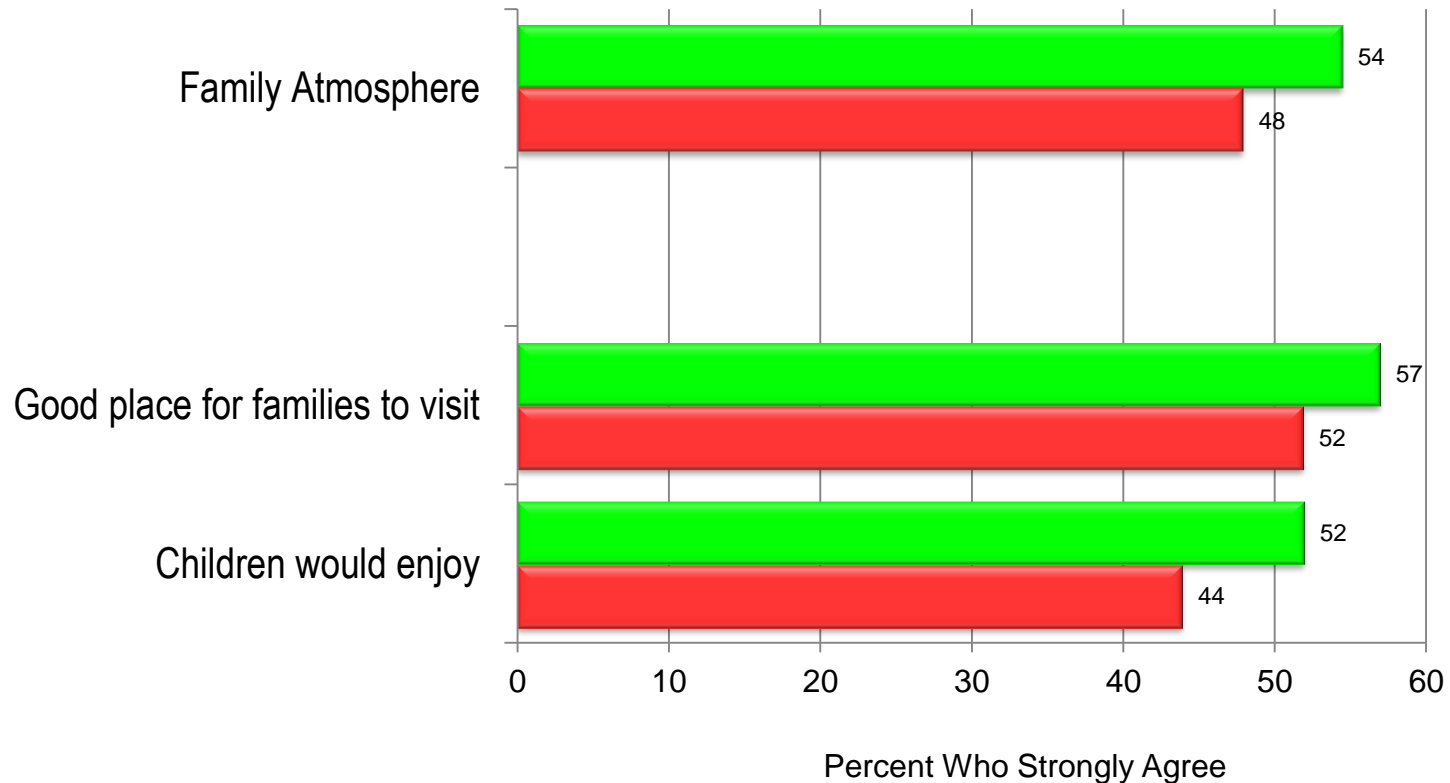
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Family Atmosphere

Base: Residents of Minnesota's Existing Advertising Markets



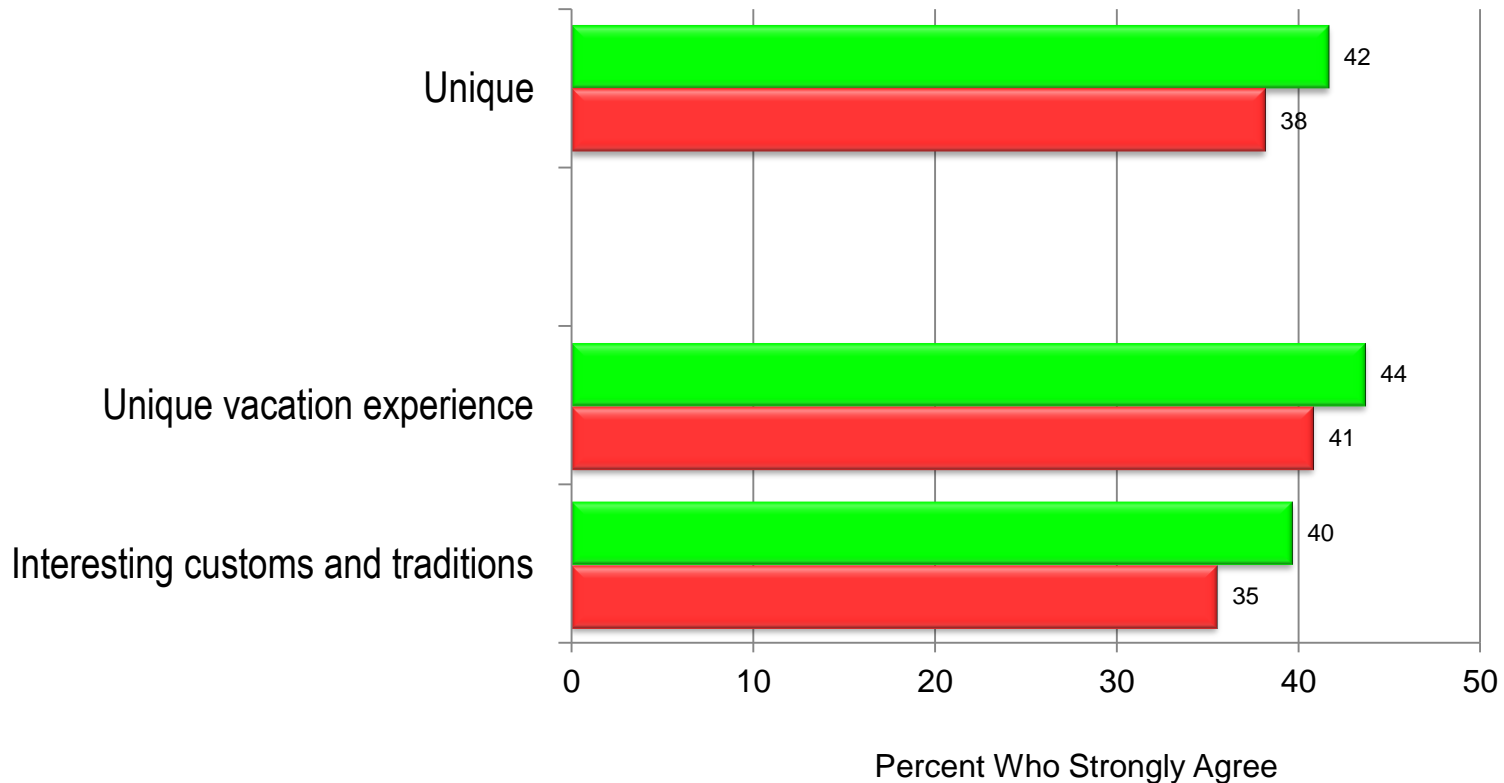
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Unique

Base: Residents of Minnesota's Existing Advertising Markets



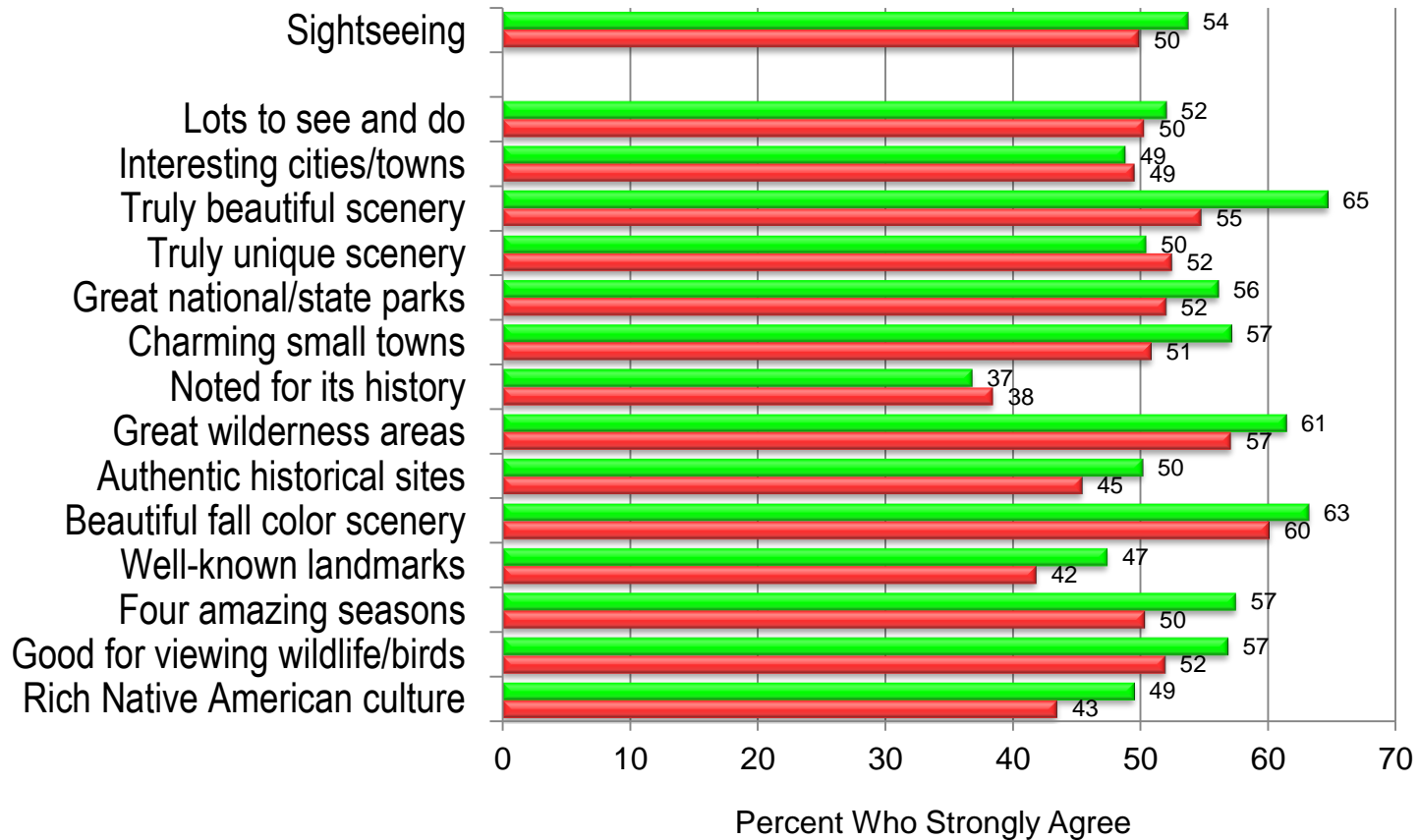
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Sightseeing

Base: Residents of Minnesota's Existing Advertising Markets



* Visited in past two years

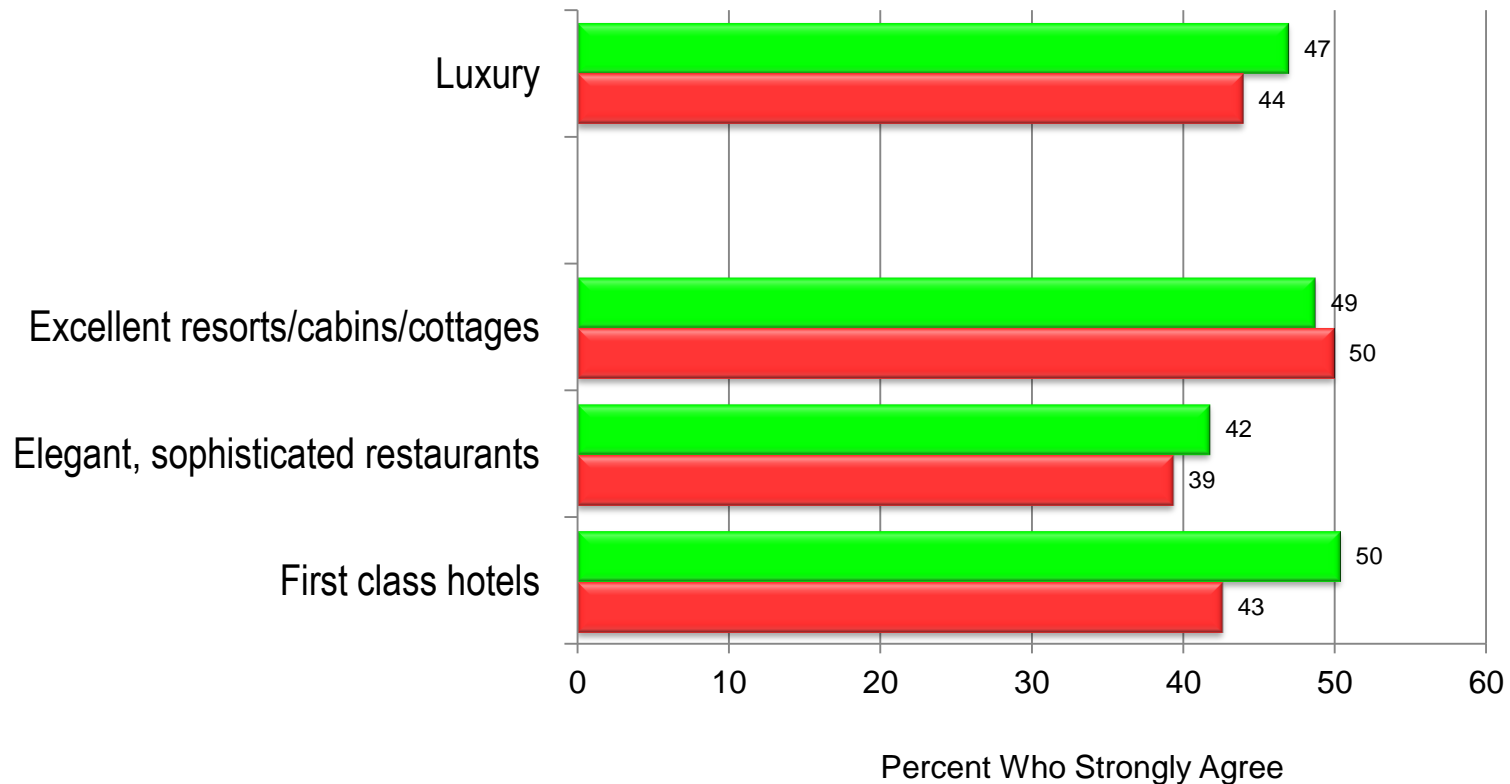
■ Recent Visitors*

■ Never Visited

Existing Markets include Minnesota, North Dakota, Northern Illinois, South Dakota, Iowa, Wisconsin, and Winnipeg

Minnesota's Product Delivery vs. Image — Luxury

Base: Residents of Minnesota's Existing Advertising Markets



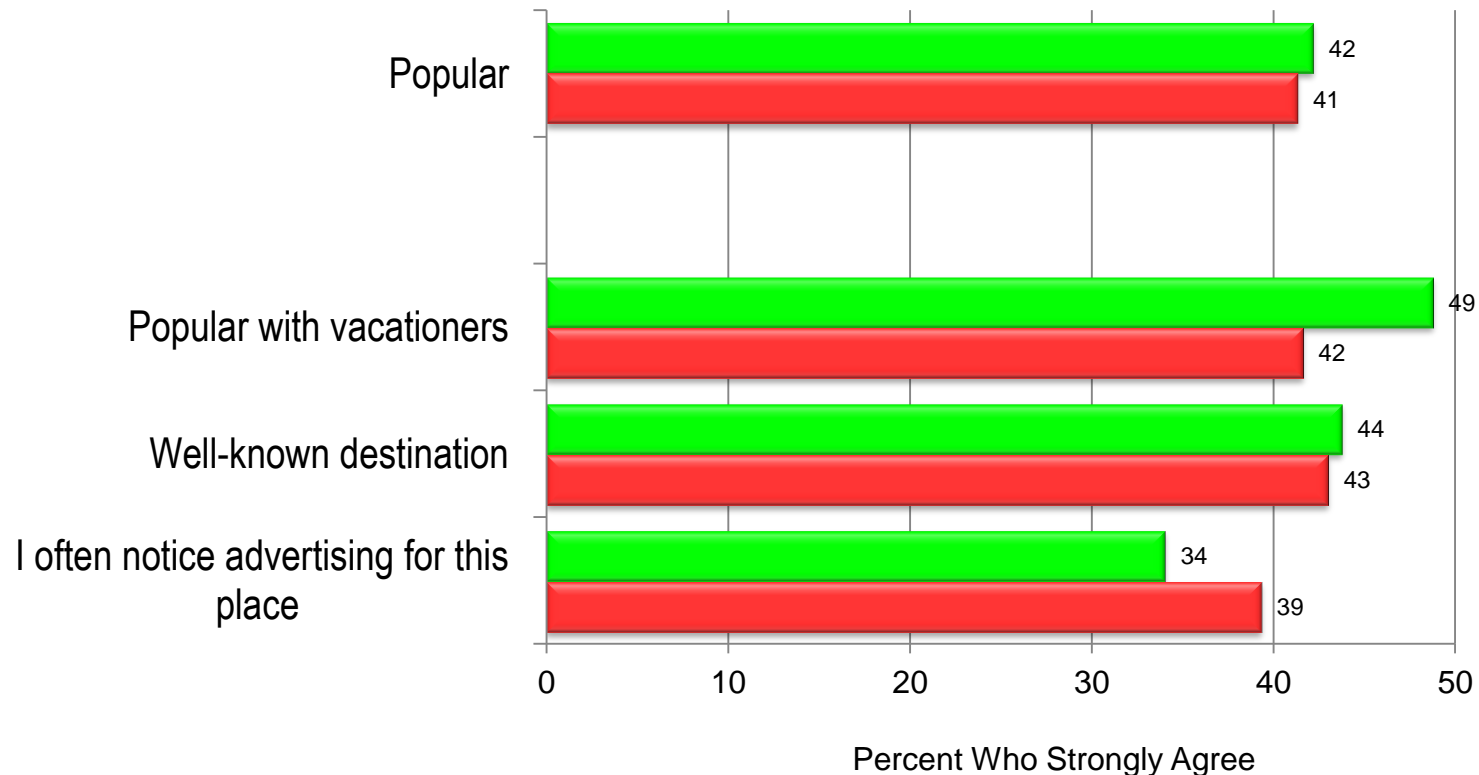
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Popular

Base: Residents of Minnesota's Existing Advertising Markets



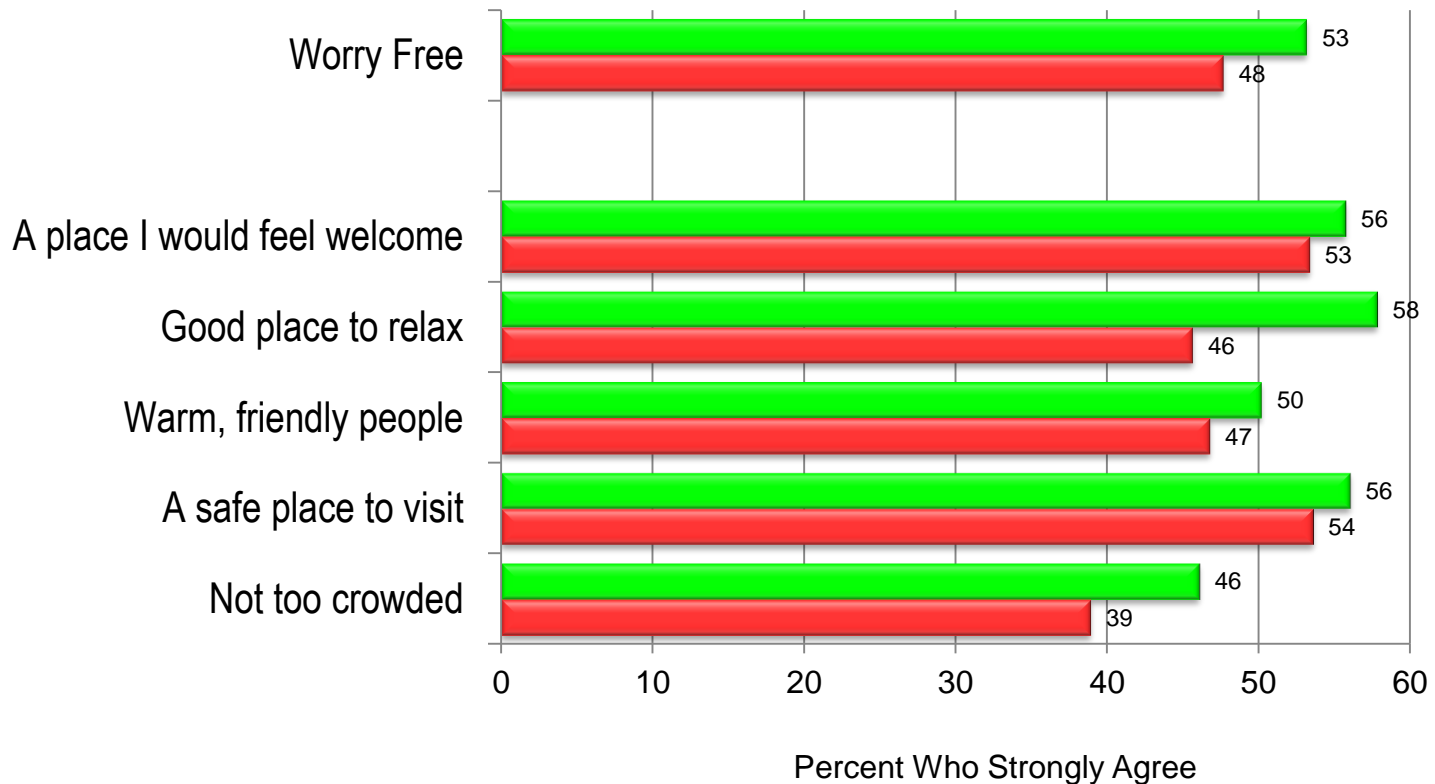
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Worry Free

Base: Residents of Minnesota's Existing Advertising Markets



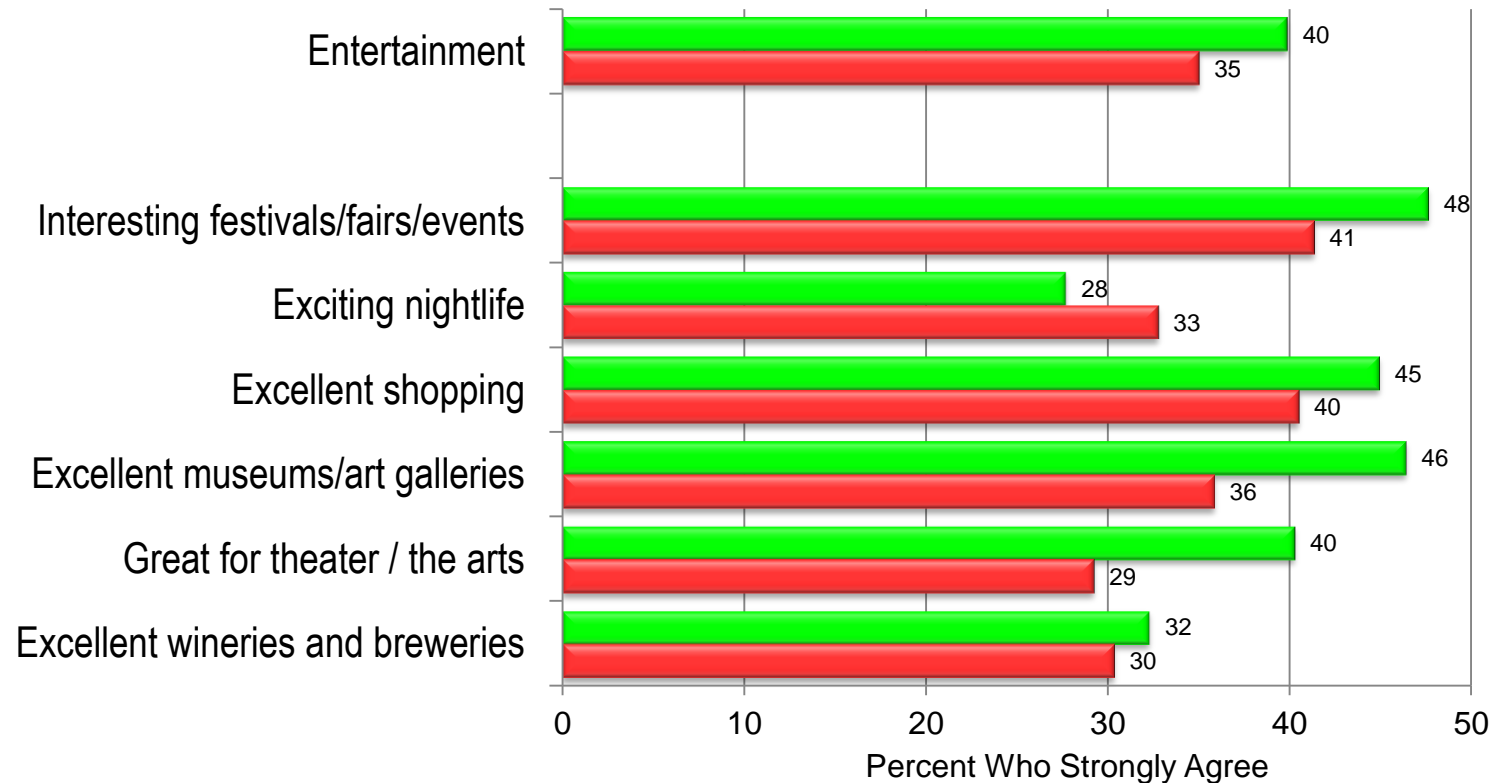
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Entertainment

Base: Residents of Minnesota's Existing Advertising Markets

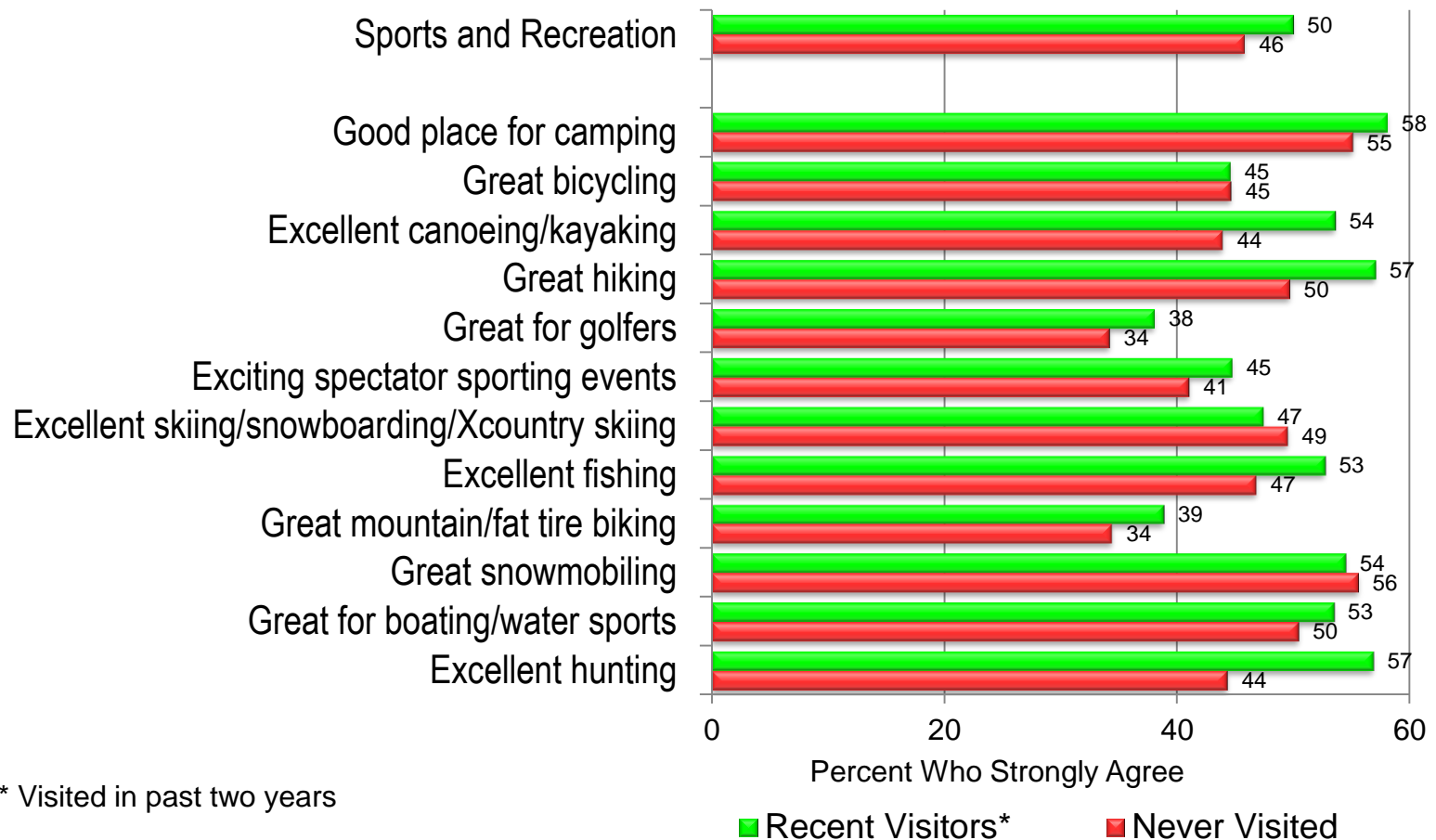


* Visited in past two years

■ Recent Visitors* ■ Never Visited

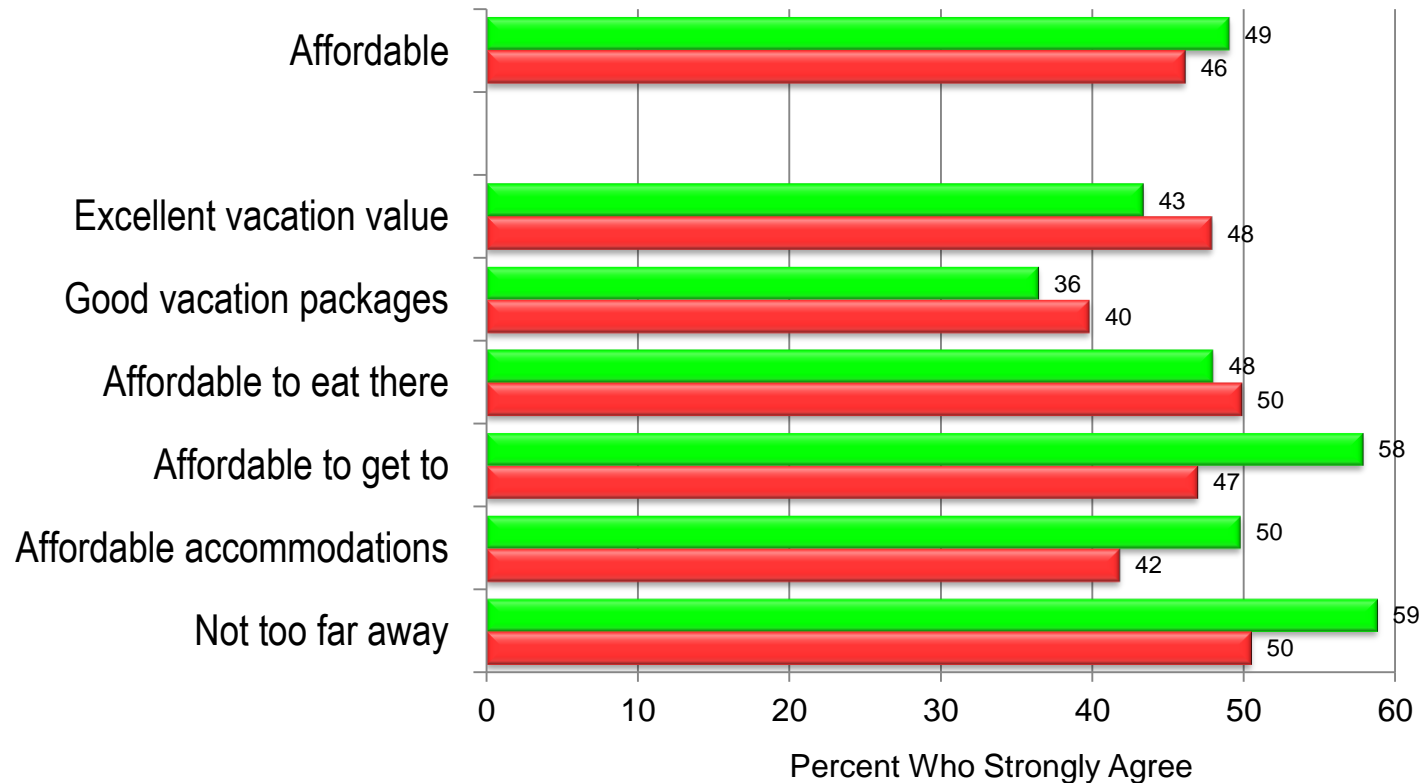
Minnesota's Product Delivery vs. Image — Sports and Recreation

Base: Residents of Minnesota's Existing Advertising Markets



Minnesota's Product Delivery vs. Image — Affordable

Base: Residents of Minnesota's Existing Advertising Markets



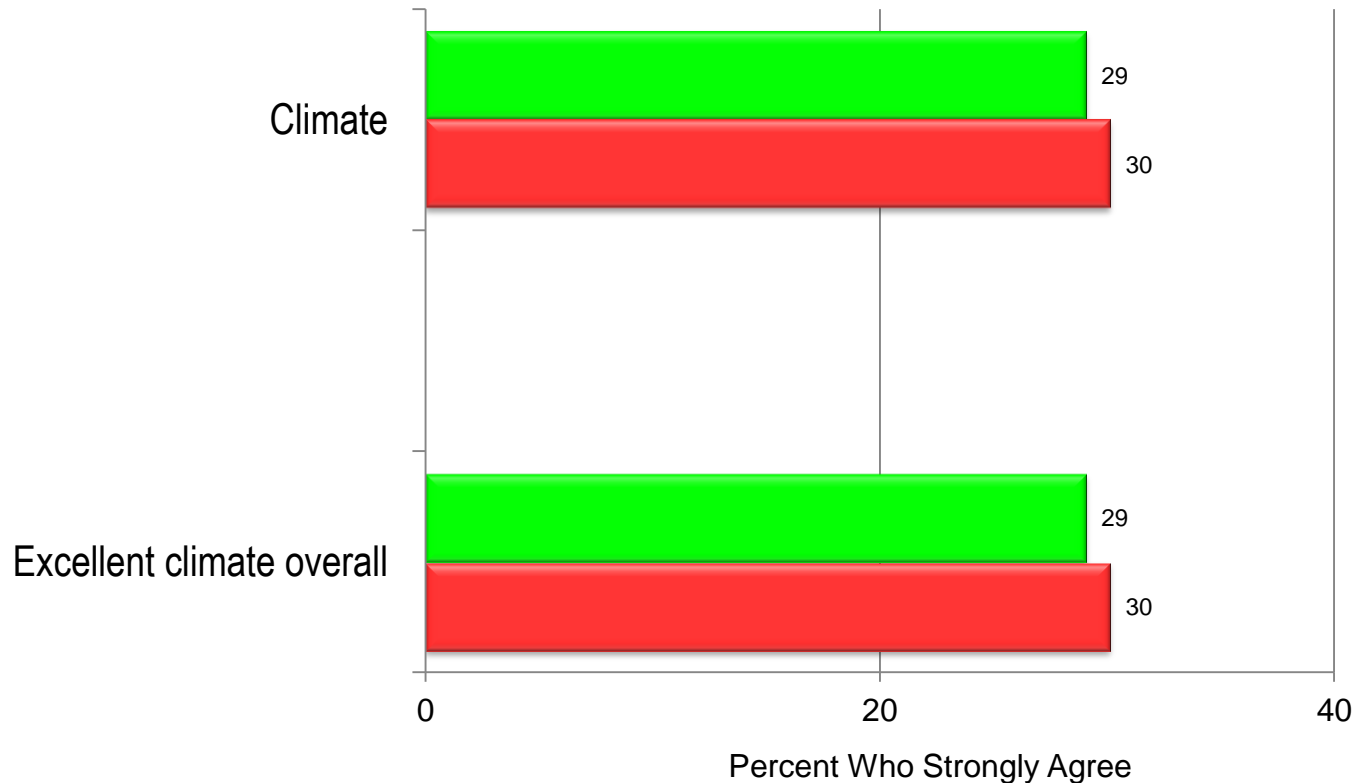
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — Climate

Base: Residents of Minnesota's Existing Advertising Markets



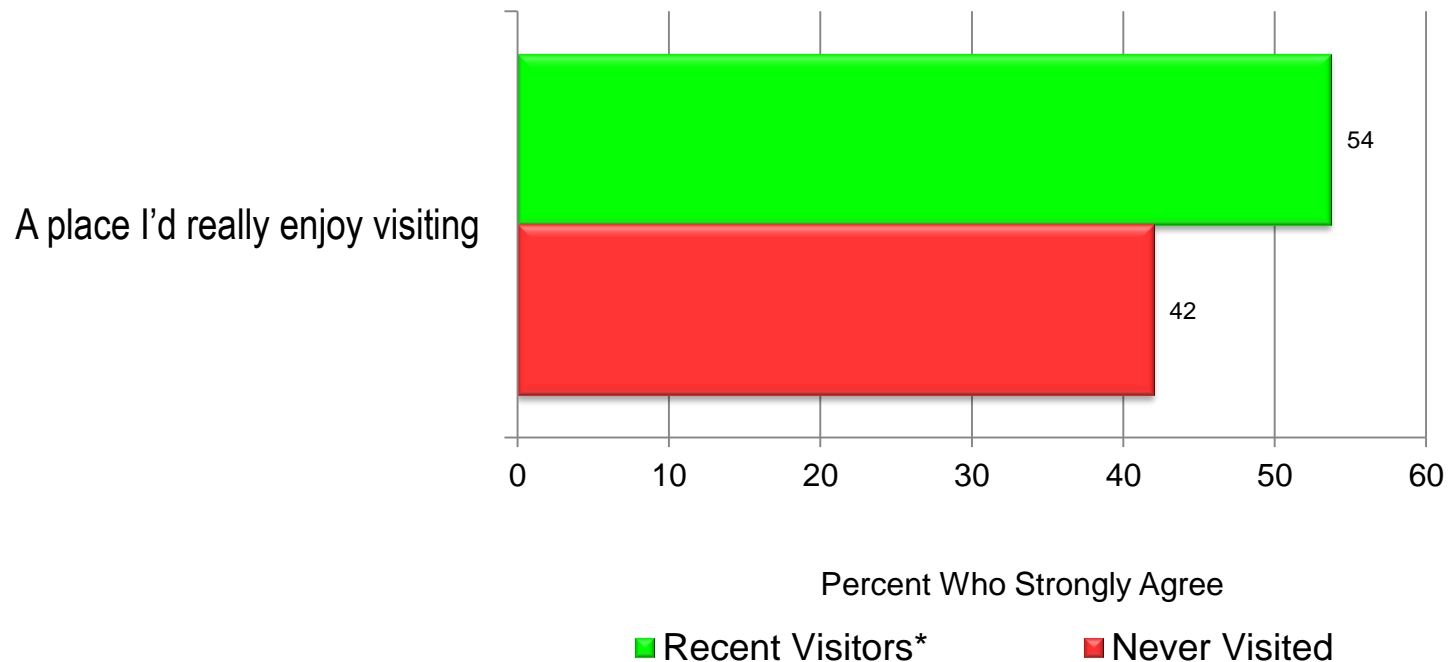
* Visited in past two years

■ Recent Visitors*

■ Never Visited

Minnesota's Product Delivery vs. Image — “A Place I'd Really Enjoy Visiting”

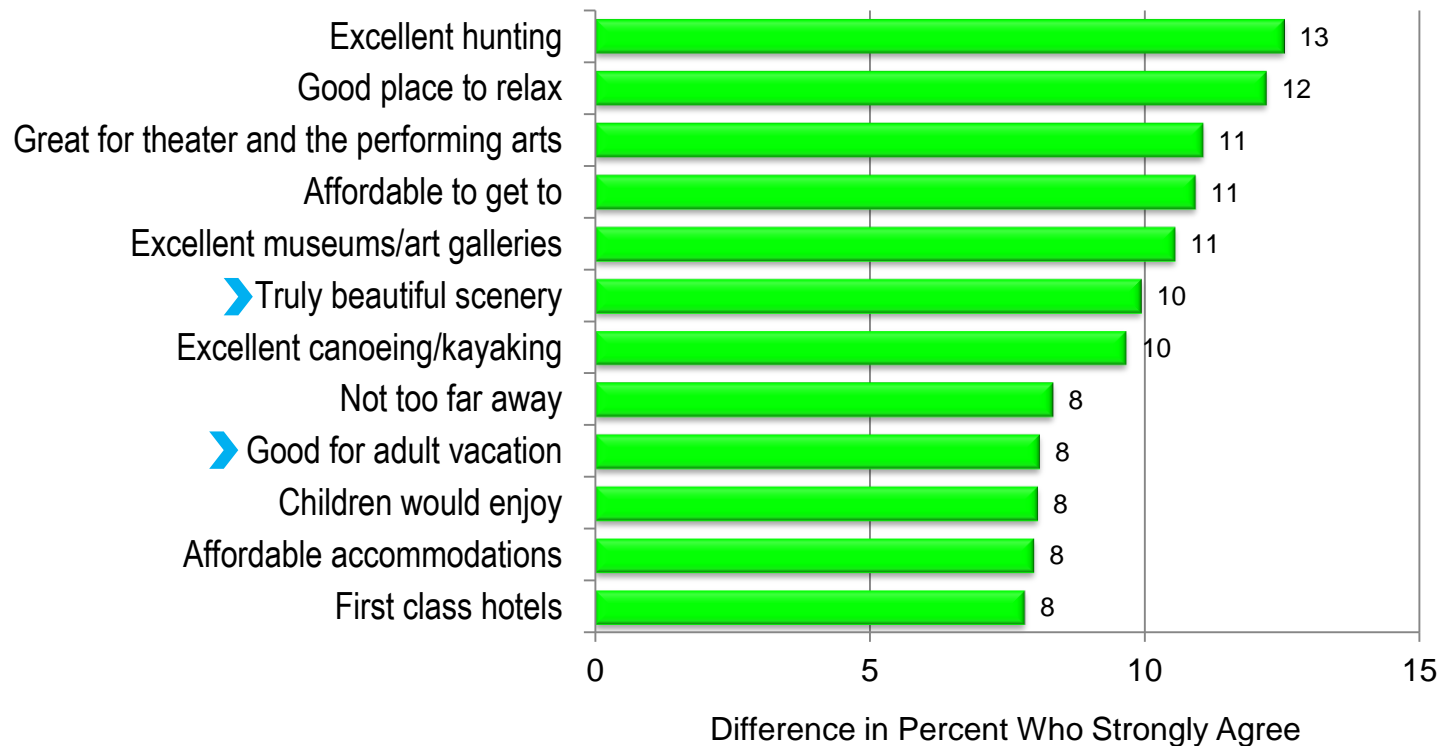
Base: Residents of Minnesota's Existing Advertising Markets



* Visited in past two years

Top Product Strengths vs. Image

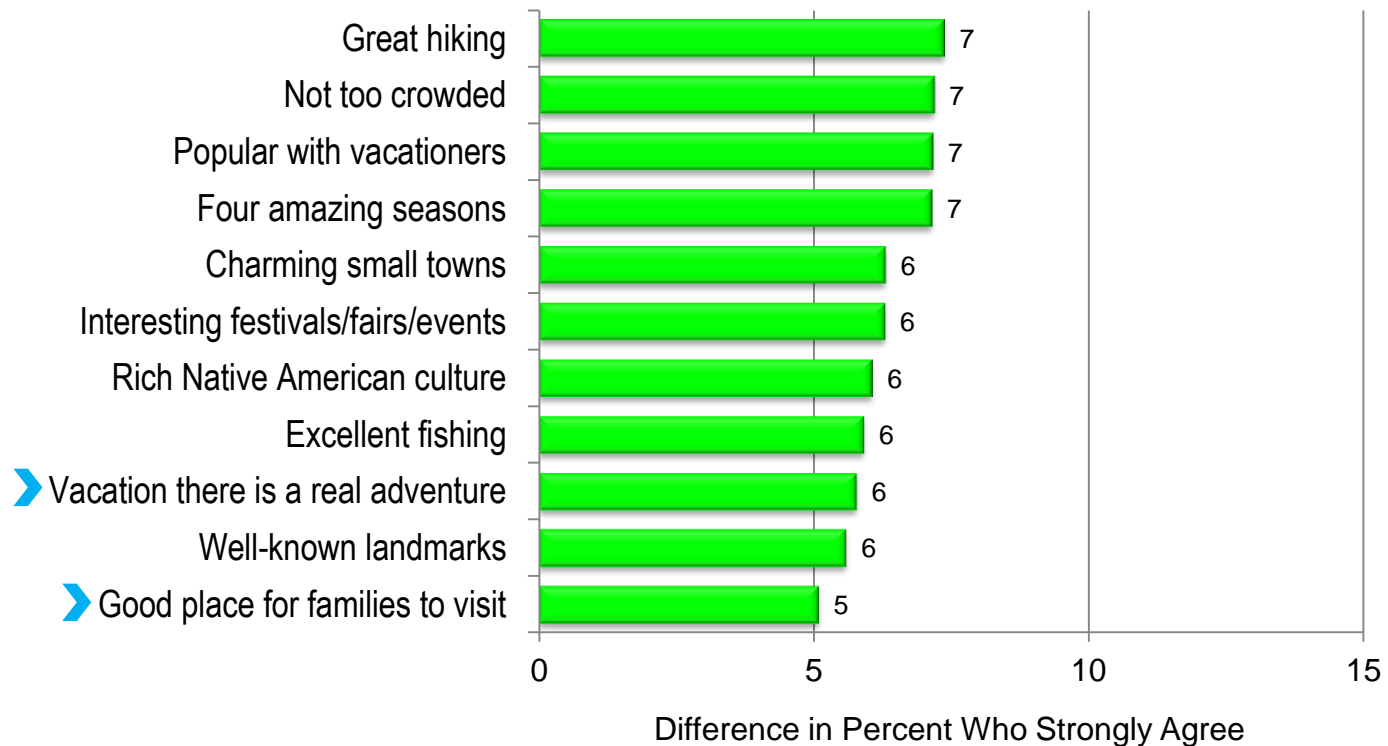
Base: Residents of Minnesota's Existing Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Strengths vs. Image (Cont'd)

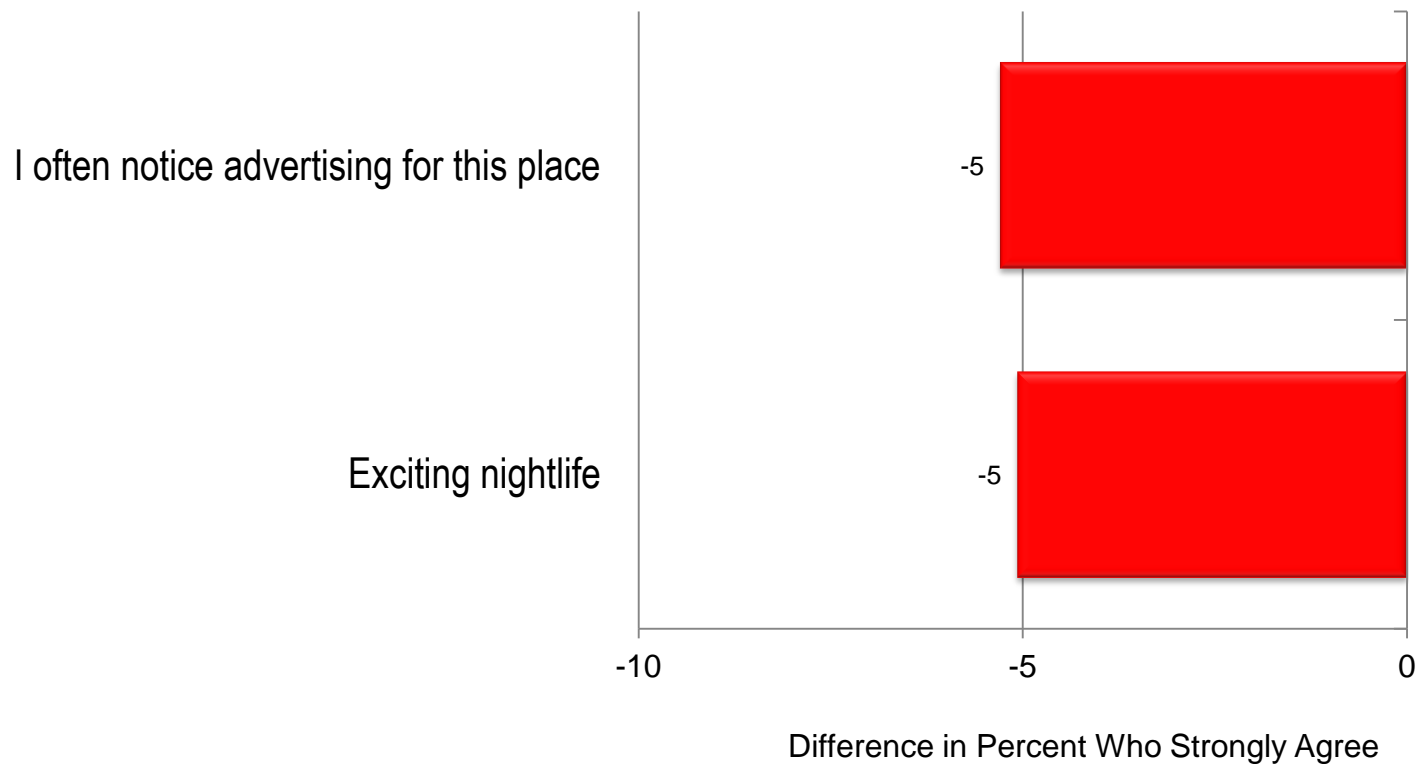
Base: Residents of Minnesota's Existing Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers

Top Product Weaknesses vs. Image

Base: Residents of Minnesota's Existing Advertising Markets



* Attributes marked with a chevron indicate some of the most important image hot buttons for travelers